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THE NATIONAL NEWSPAPER OF MARKETING

Remington Now Seeks Agency for Typewriters

Five Agencies Vie with Gardner, Which Just Lost Univac to F&S&R

NEW YORK, April 29—Remington Rand, which earlier this week awarded its Univac account to Fuller & Smith & Ross, told ADVERTISING AGE today that six agencies are currently in the running for its portable typewriter business, worth some $2,000,000 in billings.

Jack Shayne, ad manager for the typewriter division, said "briefing sessions" with the competing agencies were concluded today.

The agencies bidding for the typewriter business include the present agency, Gardner Advertising Co., which lost the Univac account earlier this week; Batten, Barton, Durstine & Osborn; Compton Advertising; Dancer-Fitzgerald-Sample; J. Walter Thompson and Wexton Co. Mr. Shayne said that Anderson & Cairns and J. M. Mathes were also interested in bidding for the account, but failed to get under today's deadline.

■ With the loss this week of Remington's Univac division, Gardner is fighting to hold on to the remainder of Remington Rand's business, inherited in 1958 when the agency merged with Remington's previous agency, Paris & Peart. Up until last week, Gardner handled all of the print advertising, with the exception of the electric shaver division. Young & Rubicam handles Remington shavers.

According to Harold R. Hungerford, Univac's ad manager, the switch to F&S&R is effective immediately and involves from $750,000 to $1,000,000 in space advertising. AA learned that the runner-up in the Univac competition was Doyle Dane Bernbach, which reportedly scored with its creative presentation but was passed up for "lack of facilities." Other contestants included Young & Rubicam and Grey Advertising.

According to Mr. Shayne, ad

(Continued on Page 94)

Agency Men Create Visit the U.S. Inc., Plan $250,000 Push

NEW YORK, April 28—Visit the U. S. Inc., a new company, has plans for a cooperative advertising campaign designed to attract European tourists to the U. S.

The plans call for a series of 10 come-to-the-U. S. ads, to run in leading newspapers and magazines in Britain, France and Germany. This campaign would begin next fall.

The $250,000 drive would be underwritten by participating advertisers who have facilities to offer tourists. Visit the U. S. Inc. is now soliciting such likely prospects as hotels, airlines, auto rental companies and state tourists boards.

There will be a maximum of eight participations open. The entire campaign would cost each participating advertiser $30,750. However, an advertiser also may contract for a double unit, at a cost

(Continued on Page 12)

IN A PACKAGE—*Reynolds Metals Co., Richmond, Va., is going back into magazines to show the benefits of aluminum foil packaging. The series runs in The Saturday Evening Post starting May 7. In the recent past Reynolds has used mainly tv.*

Guarantees in Ads Scrutinized by FTC

Guarantee Guides Are Issued as Prelude to Crackdown on Offenders

WASHINGTON, April 28—The Federal Trade Commission moved into another advertising trouble spot today, with the release of a seven-point "guide" designed to eliminate confusing and misleading "guarantee" claims.

The commission regards the "guarantee" problem as one of the most vexing it faces. With the release of the "guide" it will stage a non-punitive publicity and consultation drive in an effort to bring the situation under control.

Drafting of the "guides" on "guarantees" follows the trail the commission blazed earlier with the use of "guides" on deceptive price advertising and "bait and switch." The strategy calls for an effort to get as much voluntary cooperation as possible, with no-compromise legal crackdowns on those who hold out.

■ "Guides" summarize in nontechnical language the commission's views on what it believes it can require from advertisers. They reflect court and commission decision in earlier cases, and are issued on the assumption that many business men may not be aware of their responsibilities. Typical situations are used to illustrate many of the points.

Last year FTC dug into the "guarantee" situation with a series of 31 actions involving virtually all of the leading automobile battery manufacturers and distributors. All but one ultimately signed stipulations abiding by FTC's demands.

Acting FTC Chairman Robert T. Secrest expressed hope today the "guides" will bring quick relief in the "guarantee" situation. He said deceptive guarantees have become

(Continued on Page 95)

Heed 'Tight Little Marketing Islands': Houston

Cassidy Tells ANA West Coast Meet: 'Talk Sense to Management'

MONTEREY, CAL., April 28—The U. S. is fast becoming "a series of tight little marketing islands," and advertisers and agencies alike must "fight out the future on a market-by-market as well as a national basis."

This is the advice given by Bryan Houston, president of Fletcher Richards, Calkins & Holden, New York, to the annual West Coast meeting of the Assn. of National Advertisers, held this week at Pebble Beach.

Mr. Houston's keynote address set the tone for speakers following him, who urged advertisers and agencies to work together to establish a "healthier climate" for advertising and to build a greater understanding of advertising both among the general public and among those who "use advertising

(Continued on Page 93)

AANR-BofA National Sales Force Presentation to Gulf Oil Is Revealed

'We Made Proposal to Top People, Asked for Order,' Lipscomb Says

For other news and pictures of the ANPA convention, see Pages 2, 42, 96 and 101.

NEW YORK, April 27—Newspaper salesmen today "declassified" a newly developed weapon in their "total selling" arsenal, called the National Sales Force program.

Minutely described to executives here this week for the annual meeting of American Newspaper Publishers Assn., the weapon uses ammunition compounded of equal parts of anti-tv and anti-magazine powder, plus a booster of customized newspaper marketing plans. The formula was worked out in 1959 by the ANPA's Bureau of Advertising and the American Assn. of Newspaper Representatives (AA, July 13).

In a Bureau of Advertising presentation this afternoon, the ANPA heard how the weapon was fired at "target accounts," like Gulf Oil, Firestone, Calvert, Dash dog food, Florida Citrus and Duncan coffee.

Gulf, it developed, placed $2,800,000 in newspapers in 1958, but less than $500,000 in 1959. "We thought they should be told the newspaper story—but this time with a specific proposal and recommended newspaper buy."

■ Three Pittsburgh newspapers set up a meeting at Gulf headquarters. Sitting in on the presentation were W. K. Whiteford, president of Gulf; E. D. Brockett, exec vp; C. J. Guzzo Sr., vp-marketing; R. A. Hunter, administrative vp-marketing; E. S. Jacobs, merchandising director, and B. W. Dodge, director of ad-

(Continued on Page 101)

Advertising Is Victim of Government 'Witch Hunt,' Wilson Warns WSAAA

Adman-Legislator Urges Indignation at 'Public Undressing' of Industry

SAN DIEGO, April 26—Western advertising is growing in influence, but advertising itself is showing alarming signs of a decline in influence, members of the Western States Advertising Agencies Assn. were told at their 10th annual conference here last week.

Rep. Robert Wilson (R., Cal.), a San Diego adman, warned that advertising is facing the fight of its life in the form of encroaching legislation and bureaucratic rulings.

"Advertising is being undressed publicly in Washington, and it is time we express some righteous indignation at such treatment. Our profession is the victim of a witch hunt that would make Salem green with envy," he said.

The congressman said that unfortunately, the current Washington conception of advertising "is a composite of Van Doren as a deejay accepting payola, and advertising Revlon lipstick in a cranberry shade."

Noting that current federal concern with advertising is reflected

(Continued on Page 97)

Last Minute News Flashes

General Mills Shifts Feeds to Knox Reeves from KVP

MINNEAPOLIS, April 29—General Mills has reassigned the advertising and promotion of its feed division to Knox Reeves Advertising, Minneapolis. Klau-Van Pietersom-Dunlap, Milwaukee, has handled the account for the past five years.

Bell Sets National Yellow Pages Service

NEW YORK, April 29—Bell Telephone System has established a national Yellow Pages service, under which advertisers and agencies for the first time will be able to buy space in any classified book published in the Bell System under a one-purchase, one-contract arrangement. Yellow Pages space thus will be commissionable to agencies for the first time. The new service will be unveiled here May 16 by the New York Telephone Co. and Reuben H. Donnelley Corp.

Cohen, Dowd Agency Reportedly May Break Up

NEW YORK, April 29—A merger less than a year old may be in the process of dissolution. Neither Harry B. Cohen Sr., chairman, nor John C. Dowd, vice-chairman, would comment to ADVERTISING AGE today on reports that Cohen, Dowd & Aleshire is dissolving. Mr. Dowd can only be reached outside the office, at a telephone to which the agency's switchboard directs calls. Cohen & Aleshire and Dowd, Redfield & Johnstone were merged last June, with the blessings of the House of Seagram, which subsequently pulled all its brands out of the agency.

(Additional News Flashes on Page 93)

Rival Switches $1,250,000 Account to Needham, Louis

Dog Food Account Had Moved to Guild, Bascom From McCann 2 Years Ago

CHICAGO, April 28—Needham, Louis & Brorby moved back into the dog food field today, after a two-year absence, when it landed Rival Packing Co. The account bills between $1,000,000 and $1,250,000.

Guild, Bascom & Bonfigli, which lost the account, had handled Rival less than two years, picking the account up from McCann-Erickson in the summer of 1958 (AA, June 2, '58). The first indication that GB&B was in trouble with Rival occurred earlier this month when the dog and cat food processor heard presentations by Needham, Louis, Campbell-Mithun and Doyle Dane Bernbach Inc. (AA, April 11).

Rival refused to say why the switch was made. The company also declined to say why NL&B was chosen, and it would not comment on sales or share of market figures.

■ The appointment becomes effective immediately, but billings will not begin until the end of

(Continued on Page 102)

Show Advertisers That Readers Seek Ads in Dailies, Bryan Adjures ANPA

NEW YORK, April 27—Newspapers have ground to gain in the national advertising area, according to D. Tennant Bryan, outgoing president of the American Newspaper Publishers Assn.

He said they could (1) improve the quality of their contribution in media analysis and (2) add documentation on "the ratio of prospects exposed to advertising."

Mr. Bryan told the annual meeting of ANPA that newspapers should learn how to use research methods which would uncover the "intangible values" of the medium.

"Newspapers have been rather backward in the quality of their own contributions in the area of media analysis," he said. "But a beginning has been made which provides the basic groundwork for future activity in this field.

■ "Another area of great importance involves the ratio of prospects exposed to advertising. The fact that prospects search for advertising in newspapers has been clearly established, but further documentation for a wide variety of products and services would be most helpful.

"If pursued vigorously and intelligently," the *Richmond Times-Dispatch* and *News-Leader* executive said, "these two approaches alone could bring about a major reappraisal of the newspaper medium by national advertisers and

(Continued on Page 96)

Yale & Towne Unit Shifts to Aubrey, Marley from EWRR

CHICAGO, April 28—Automatic Transportation Co., a division of Yale & Towne Mfg. Co., has named Aubrey, Finlay, Marley & Hodgson as its agency, succeeding Erwin Wasey, Ruthrauff & Ryan (AA, April 25).

Automatic said its ad budget is in excess of $300,000 annually. The company selected Aubrey, Finlay from among four finalists, culled from a list of 19 agencies which were originally screened.

Aubrey, Finlay was selected because of "considerable background in allied products," according to John B. Ellor, advertising manager of Automatic.

■ EWRR and its predecessor, Ruthrauff & Ryan, has handled the account since 1946. The agency continues to handle advertising for five Yale & Towne divisions, its British division, its corporate program and some export advertising.

Other Yale & Towne agencies include: Dobbins, Woodward & Co., South Orange, N.J., Trojan tractor shovels; Boylhart, Lovett & Dean, Los Angeles, Challenger locks and builders' hardware, and Albert Frank-Gunther Law, New York, financial advertising. #

FOOD PAGE—*This center insert in TV Guide magazine includes a sample packet of Miracle Aid powdered beverage and a 7¢-off coupon. The insert will run May 7 and June 18 in 17 regional editions in the South and Southwest.*

Miracle Aid Samples Will Be Bound into 'TV Guide' Issues

CHICAGO, April 28—Samples of Miracle Aid powdered beverage will be included in newsstand copies of *TV Guide* in 17 regional editions May 7 and June 18.

This is believed to be the first time a food product has been sampled in a magazine, *TV Guide* said.

About 750,000 copies of each issue will carry the samples in editions from Virginia to Florida and Texas. The insert also includes a coupon redeemable for 7¢ on the purchase of six packages of Miracle Aid.

■ Curtiss Candy Co., which produces Miracle Aid, and Clinton E. Frank Inc., its agency, have been developing the insert since last fall.

The four-page, two-color insert carrying the glued-on packet is on 72 lb. Spring Mill Index, heavier than usual magazine stock. Original plans to include a full package of the concentrate were scrapped because the inserts were too bulky. Instead, sample packs of 5/15 oz.—enough to make one quart of beverage—will be used.

■ The center-spread insert will be bound into editions published at Triangle Publications' Philadelphia plant, plus printing plants in Atlanta, Miami, Kansas City and Austin, Tex. #

Paper-Mate Sets Supplementary Push Stressing High Style

CHICAGO, April 26—Paper-Mate Co. will launch year-round advertising campaigns in consumer magazines for the first time for two of its leading pens, beginning this month.

The Capri Mark IV will be featured in "high style" ads in *Esquire, The New Yorker* and *Sports Illustrated*. Lady Capri ads are planned for *Glamour-Charm, The New Yorker* and *Vogue*.

The campaigns will feature the pens as high-style fashion accessories for personal use or year-'round as gifts. The ads will supplement Paper-Mate's current ads in newspapers and on tv.

Foote, Cone & Belding is the agency. #

Berea Agency Names One

Eunice Schraishuhn has joined the staff of Creative Services, Berea, O., as art director. She formerly was with the Halle Bros. department store and with Fuller & Smith & Ross, both in Cleveland.

Terry Joins Anderson Agency

Richard Terry has joined Anderson-McConnell Advertising, Hollywood, as account executive in the agency's industrial division. For the past two years, Mr. Terry had been a partner in the Terry/-Knowlton agency.

California Grocer, Bank of America Test Credit Card

SACRAMENTO, April 26—An experiment in grocery buying—foodstuffs paid for with Bankamerica credit cards—has been quietly carried on here for the past nine months by Frank Corti, who runs Corti Bros. Supermarket.

Approximately 100 Sacramento area housewives have been blithely walking past check-out stands in Corti's market, waving a credit card in the cashier's face and paying the bill at the end of the month.

The Bank of America cards can be used to charge goods at a variety of stores, with monthly payments made to the bank. Stores pay service charges ranging from 1% to 6% on individual accounts, and the bank absorbs any losses from customers who fail to pay.

The cards have been used for some time in other credit purchase fields but their introduction to grocery stores is relatively new—started by the bank itself, which contends that there are no more grocery buyers who default on payment than the "comparatively few" who do in other purchases.

■ "People who use the credit card in our market," Mr. Corti explains, "seem to spend considerably more than most of our other 5,000 customers—close to $20 a week, as compared with the $3 average.

"The customers keep coming back," Mr. Corti continued, "with some of them coming from as far as 10 miles away. We've also gotten several orders of more than $100 worth of groceries from credit card shoppers, and this is an unusually high amount for food purchasers."

To date, Mr. Corti points out, the plan has added no new costs to his operations. For non-holders of credit cards he gives trading stamps, which cost him 3% of the cost of the purchases. Credit card holders don't get the stamps, and Corti's cost to pay the bank has averaged about 3%. #

Armstrong Cork Sets Up Dealer Credit Program

LANCASTER, PA., April 26—Armstrong Cork Co. will promote wider use of consumer credit to its flooring retailers via a new campaign of dealer aid and assistance.

The plan was outlined at the company's wholesaler credit and financial management forum held here last week (AA, April 25).

Under provisions of the new consumer credit program, retailers will work with local banks in setting up instalment purchase plans for buyers of Armstrong's resilient flooring. Dealers will be paid by the bank when installation is completed, and the bank will collect instalment payments.

■ Armstrong supplies the retailers with a number of aids to help sell the credit service, including counter cards, newspaper ad mats, direct mail pieces, radio and tv announcements and a free training film for retail salesmen.

E. R. Slaugh, credit manager for floor and industrial operations at Armstrong, explained the consumer credit can help the retailer by (1) achieving bigger sales through arranging time payments, (2) aiding him in earning trade discounts by making more operating capital available, and (3) saving time and effort by eliminating collections. #

Summerfield 'Plays Post Office' With Mail Industry, Lustig Charges

Mail Ad Exec Says Ike, P.O. Chief Ask Rates So High Industry 'Must Fall'

ANAHEIM, CAL., April 29—An officer of the Business Mail Foundation today charged U.S. Postmaster General Arthur E. Summerfield and a number of "politically ambitious legislators" with "playing political 'post office'" with the 5,000,000 men and women working in America's commercial mail industry.

Edward Lustig, president of Circulation Associates Inc., New York, and vp of the Business Mail Foundation, singled out Mr. Summerfield as the prime mover of "inflationary bills" now awaiting congressional debate and action.

Mr. Lustig characterized the Postmaster General as operating a well-lubricated publicity machine that has "post office press agents and newspaper editors working overtime," while picturing direct mail users as "heartless, subsidized hucksters."

■ As a result, he continued, the direct mail industry faces several major political threats:

• The determination by Mr. Summerfield as well as President Eisenhower to raise postal rates "to such a staggering height that direct mail must fall."

• Possible postal restrictions, including size and weight standardization, as well as mandatory zoning.

• The specter of new tax legislation to those who do interstate business by mail, "while inflationary, impossible parcel post rate boosts have already become a dismal reality."

• The vision of other restrictive legislation, triggered by the current Kefauver pharmaceutical industry investigation, "which could be the prelude to a probe into mail order, industrial, retail and other forms of direct mail."

Mr. Lustig asked that all users and producers of mail communication "dedicate themselves to protecting and improving direct mail's public and private relations in a most critical election year." #

New Alabama Daily Bows

The *Daily Mountain Eagle*, Jasper, Ala., Walker County's first daily newspaper, will begin publication May 2. It will represent a merger of three weekly newspapers acquired by Donald W. White. The new daily will be published Monday through Friday.

Highlights of This Week's Issue

In this week's issue ADVERTISING AGE *presents the expenditures of all national advertisers who spent $25,000 or more in newspapers during 1959. Included are 1,595 advertisers with listing of expenditures for 3,740 brands advertised in daily and Sunday newspapers, including Sunday magazine supplements. The tabulation, reprinted by permission of Bureau of Advertising, American Newspaper Publishers Assn., begins on Page 48.*

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BBDO Wins in Both Categories as ABP Cites Industrial, Merchandising Ads

U. S. Steel, Du Pont and Chemstrand Also Share Top Winners' Spotlight

NEW YORK, April 29—Associated Business Publications presented its 18th annual industrial, institutional and professional and merchandising awards for the most effective campaigns of 1959 today.

U. S. Steel Corp. and Batten, Barton, Durstine & Osborn again copped top honors in the industrial category. U. S. Steel captured two first awards and one award of merit to lead advertisers. BBDO notched three firsts and three merit awards to lead the agencies.

Of the merchandising awards, BBDO won two firsts and three merit awards. E. I. du Pont de Nemours & Co. took one first and one award of merit and Chemstrand Corp. captured two awards of merit to lead the advertisers.

Awards were presented in seven divisions for campaigns in industrial, institutional and professional publications and in seven divisions for campaigns in merchandising publications, as follows:

MERCHANDISING AWARDS

Division 1—Advertising to introduce new products or new packaging to dealers and distributors. First award: M. Lowenstein & Sons, New York, (Mogul Williams & Saylor, New York).

Objective: To introduce Pima-Donna Wash and Wear Cotton, a premium-priced product.

Results: Extraordinary number of inquiries resulting in the entire inventory of greige goods being consumed in a 30-day period . . . substantial advance orders were taken and the product continues in this position.

Awards of Merit: **Nylon division,** Chemstrand Corp., New York (Doyle

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Bradford Is Named General Manager as 'Times' Reorganizes

NEW YORK, April 26—The *New York Times* yesterday rearranged its business executive lineup, creating a new post of general manager while splitting the former business manager post into two parts.

Appointed general manager, effective immediately, was Amory H. Bradford, a vp and former business manager.

Sharing the business manager's post under Mr. Bradford are Monroe Green, who becomes business manager in charge of advertising, and Ivan Veit, now business manager in charge of circulation and promotion. Both Mr. Green and Mr. Veit retain their former titles of director of advertising and director of promotion, respectively.

In two other appointments, the *Times* named Andrew Fisher, former assistant to the president, assistant general manager. Arthur Ochs Sulzberger, assistant treasurer of the *Times*, also becomes assistant general manager, as well as manager of a newly created general services department. #

'Boxing Glove' TV Ads Valid, Schick, Compton Tell FTC

WASHINGTON, April 28—Eversharp Inc. and Compton Advertising have filed official answers denying Federal Trade Commission charges that the "boxing glove" commercial for Schick razors disparages competing razor blades (AA, March 28).

In the commercial cited by FTC last month, an announcer cuts the surface of a boxing glove by running an "old style round head razor" across its surface. He says: "Look. If that can happen to this glove, think what would happen to your face."

Separate, but similar, answers filed by Eversharp and Compton deny that there is anything deceptive about the demonstration. Both replies contend the commercial "validly illustrates and represents that in shaving, the unshielded blade corners of the matador type [competing] razor can, whereas the shielded blade corners of the Schick razor cannot cause nicks and cuts."

The companies contend FTC should dismiss the complaint without further procedings.

■ The complaint is one of a series which FTC has issued in recent months involving tv demonstrations and product comparisons. The commission contends this is not a valid demonstration of the danger of shaving with competitive round head razors, "since it does not duplicate in any way the conditions of actual use."

As a result of this demonstration, FTC contends, the public is unduly frightened about the consequences of buying competing razors, and competitors are unfairly disparaged.

Also joining in the replies were E. E. Ettinger, Eversharp vp, and John Hise and Alex Hoffman, Compton vp and account executive, respectively. #

Sales Promotion Execs Are Urged to Boost Selves

NEW YORK, April 27—The Sales Promotion Executives Assn. was warned this week that the sales promotion executive ought to be promoting himself, and told that sales promotion techniques are too infrequently used to sell sales promotion.

Since SPEA's convention centered on the theme—"The sales promotion executive, the coming man in management"—some of the emphasis was predictable, but the promotion men listened to a wide range of advice and comment.

Stanley Arnold, marketing and sales consultant, New York, and formerly manager of the sales promotion division of Young & Rubicam, reminded the conferees:

"Are you continually selling yourself, your most important product, in your everyday relations with top management, your most important customer, as successfully as you think, and hope, you are? I would say that with all the evidence of your success at selling your companies' or your clients' products to the customers, chances are that all of you do your poorest job when it comes to selling yourself."

He told them they could do this by imagination, ingenuity and initiative.

■ Myron Sanft, vp of Sales Communications Inc., the sales promotion wing of McCann-Erickson, said integrated selling shows have taken the place of personalized selling.

Describing Buick, GMC truck and Nabisco shows, he explained, "The show should have the prod-

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FILTERED—*This color page in the May Reader's Digest launches the 1960 campaign for Foster Grant sunglasses "with the new ff77 lens, the electronically controlled filter factor lens." Ads also are running regionally in Look. Donahue & Coe is the agency.*

Special May Drive Aims to Boost Sales of Florida Valencias

LAKELAND, FLA., April 28—In an effort to put more life into a slow fresh Florida valencia orange market, May has been officially proclaimed Operation Florida Valencia Month by Gov. LeRoy Collins.

The Florida Citrus Commission will use its 55-man force of market men, a special newspaper advertising campaign and an intensified program of prizes and premiums for retailers to spark the special promotional effort.

Homer Hooks, general manager of the commission, said $40,000 would be spent on 600 and 1,000-line two-color ads in 80 newspapers in 60 to 65 key markets, to appear May 12.

Benton & Bowles is the agency.

NOW HEAR THIS—*The Fairchild Cinephonic, an 8mm sound movie camera and projector (AA, Feb. 1), will be introduced to consumers by Fairchild Camera & Instrument Corp. with this color spread in the May 23 Life. The bearded model holding the movie camera is Peter Geer, of Geer, DuBois & Co., the Fairchild agency.*

Admen Reply to Cone . . .

Who'll Decide Which Ads in Poor Taste?

Reaction to 4A's Speech Varies Widely; Networks: 'Who, Us?'

NEW YORK, April 28—Last week at the American Assn. of Advertising Agencies convention at Boca Raton, Fairfax M. Cone, of Foote, Cone & Belding, said flatly that:

"Some of the advertising now on the air for deodorants, laxatives, corn removers, sick headache remedies, cold and sinus inhalants and girdles and brassieres needs to be thrown off and kept off the air."

This week ADVERTISING AGE asked 25 agency presidents and network executives what they thought of Mr. Cone's prescription. Each of the agencies had a client in an affected area.

The reactions varied widely—from total agreement to total disagreement, with most of the agency men who disagreed asking who would decide which advertisers were to be disenfranchised. Others betrayed considerable irritation with Mr. Cone "confessing other people's sins."

Still others pointed out that "some of the advertising" provided a nifty escape hatch. And several agency men took pains to point out that their clients' products were handled tastefully.

Here's a roundup of the reaction:

Basic Agreement

• **A. G. Wade II,** Wade Advertising, Chicago: "I agree with Fax Cone completely."

• **George Gribbin,** Young & Rubicam, New York: "Of course a small percentage of tv commercials in many categories, including some of those Mr. Cone mentioned, have been in poor taste. What we feel is important and should be emphasized is that the percentage is small and that even this amount has been decreasing and is continuing to decrease."

• **Charles Brower,** Batten, Barton, Durstine & Osborn: "Since Fairfax Cone uses the clause 'some of the advertising,' who can disagree with him? Please enter my name on the side of the angels."

• **John P. Warwick,** Warwick & Legler, New York: "A few commercials in these product categories are not in good taste and should not be on the air. These brands will certainly suffer in due time. The tv viewer will always appreciate a tasteful demonstration whether it be hard sell or soft sell."

• **A. E. Aveyard,** MacFarland, Aveyard & Co., Chicago: "We agree in principle with Fax Cone that 'some' of this advertising is a disgrace to this profession. The problem, as we see it, is one of constant recognition of the importance of good taste, and the correction can come only through the exercise of enough creative ability to present these products in such a way as to avoid offense. This is the joint responsibility of agencies and advertisers who must recognize the wave of resentment that results when the public's right to good taste is violated. We are salesmen in their living rooms and should never forget that people, young and old, are entitled to the dignity of decency."

Qualified Dissent

• **James D. Webb,** C. J. LaRoche & Co., New York: "I object to all advertising which is in bad or questionable taste in whatever media. As I understand it, Mr. Cone objected to the presentation of the products he listed, rather than the products themselves. We have commercials on Warner's bras and girdles that are among the most tasteful and delicately presented on television. On Van Raalte costume-toned hosiery, the commercial is one of the most beautiful I've seen. Both perform the real service of informing the consumer of the availability of a

Continued on Page 102)

Schaefer Adds Three Markets to Schedule of 'Four-Act' Movies

NEW YORK, April 27—F.&M. Schaefer Brewing Co. has found full sponsorship of late movies on tv with a minimum of commercials so successful that it has added three markets to its current schedule, which includes New York and Boston.

"Schaefer Award Theater" is now being shown on WCAU-TV, Philadelphia; WSYR-TV, Syracuse, and WRGB, Albany. The brewer began sponsoring late movies on WCBS-TV, New York, in May, 1959, and soon added WBZ-TV, Boston, to its schedule.

The strategy used by Schaefer is to key its shows just before major national holidays, particularly during the summer, for the heavy beer-selling periods. In every case, the movies are classics premiered in the market.

■ The uncut pictures are interrupted only four times for commercial messages, one of which is a 75-second institutional ad on the history of Schaefer. "We treat the show as if it were a four-act play," Michael Carty, the brewer's assistant advertising manager, said. Other ads are minute films, showing picnic scenes, barbecues and dining out occasions, geared to the person, Mr. Carty explained.

A closing billboard announces the date of the next Schaefer presentation. Other than the institutional commercial, all ads promote Schaefer beer, in quart bottles, draft, cans, six-can packs and export packages.

■ On May 8, the brewmaster will inaugurate the "Spanish Schaefer Award Theater" on WOR-TV, with outstanding foreign films for the large Spanish-speaking population of metropolitan New York. The movies will carry English subtitles. Commercials will be the regular English versions, in accordance with preference of the station. Buck Canal will emcee the Spanish show, integrating the commercials; and Jay Jackson will host the movies in English.

The schedule for 1960 includes six shows apiece for New York, Boston and Syracuse and four each for Philadelphia and Albany. Only one Spanish film has been scheduled for WOR-TV, but more will be added if it is successful.

One of the other rare instances in which one company acted as full sponsor of a feature movie on tv was when Colgate-Palmolive backed a show on KTTV, Los Angeles, a few years ago. On that occasion, however, several of the company's products were featured in the commercials.

Batten, Barton, Durstine & Osborn is the agency for Schaefer. #

Whirlpool to Put $6,000,000 into Ads for Gas Refrigerator

CHICAGO, April 26—Whirlpool Corp., St. Joseph, Mich., today unveiled a new line of gas refrigerators, which the company claims will soon be the most heavily advertised of any of its products.

In addition to national advertising, which begins in June, Whirlpool said there will be an extensive co-op ad program for the new appliances. The announcement was made here at the first of 92 national training meetings.

Participating in the co-op phase will be the American Gas Assn., gas utility companies, distributors and retailers. It was estimated that a total of $6,000,000 would be invested in advertising this year to promote the line.

The national push breaks in June with page, full-color ads in *American Home, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's* and *The Saturday Evening Post*. Pages also will run in *Gas Industry, Heating & Gas Appliances, Home Furnishings Daily, LPGA Times* and *Merchandising Week*.

■ Whirlpool and American Gas Assn. will sponsor a one-hour tv spectacular, "Secret World of Eddie Hodges," which will run June 23 on CBS. The refrigerators also will be advertised on "Playhouse 90," which is co-sponsored by AGA. Kenyon & Eckhardt is the agency for Whirlpool; Lennen & Newell is AGA's agency.

The new line will feature three models initially. The units will be competitive in price, for the first time, with electric refrigerators. The new models are more than 130 lbs. lighter than previous models, although they contain more space. Among the new features are an automatic ice cube maker and a quick chill shelf.

Whirlpool points out that the units are the first really new gas refrigerators to be introduced in many years. Older Whirlpool gas refrigerators were merely improvements on Servel models. Whirlpool purchased Servel Inc., Evansville, Ind., two years ago (AA, Jan. 6, '58).

The appliance giant reportedly has invested $23,000,000 on developing the new units, which originally was estimated as a three-year project. Whirlpool currently has nearly all of the gas refrigerator market, with the only competition coming from two or three regional gas refrigerator manufacturers. #

Halliburton Oil Names Glenn

Halliburton Oil Well Cementing Co., Duncan, Okla., has appointed Glenn Advertising, Dallas, to handle its advertising, effective May 1.

Holland delights the U.S.A.—every day!
with the world's finest lager
IMPORTED
Heineken's
Holland Beer
Fully aged. Natural carbonation only. Brewed to Heineken's exclusive old-world formula.
DIST. U.S. IMPORTERS: VAN MUNCHING & CO., INC., NEW YORK, N.Y.

TOP BRAND—*Van Munching is using small-space insertions like this to promote Heineken's import beer. MacManus, John & Adams is the agency.*

Ads in Magazines, Supplements, Radio Push Heineken's Beer

NEW YORK, April 26—Van Munching & Co., importer of Heineken's beer from Holland, this week launched the biggest ad campaign ever put behind the brand in the U. S.

Heineken's, believed to be the largest selling imported beer, will be promoted via one-third page units in *Newsweek* and one-fifth page ads in 25 Sunday newspaper supplements.

On the schedule are 23 newspapers in the *Sunday* group, plus the Sunday magazines of the *Miami Herald* and the *New York Times*.

The company also is planning a spot radio drive.

■ Van Munching refused to reveal the total size of the budget but claimed it is larger than that of any other imported beer. MacManus, John & Adams is the agency for Heineken's.

In announcing this record campaign, Van Munching said Heineken's sales were up 20% last year, following a 25% gain in the previous year. It reported a sales volume of more than 1,000,000 cases for the brand.

Lowenbrau, a German beer, has also claimed sales leadership in the import field, but the conflicting claims are difficult to check. Lowenbrau probably sells more draught beer, while Heineken's is the undisputed leader in bottled beer sales.

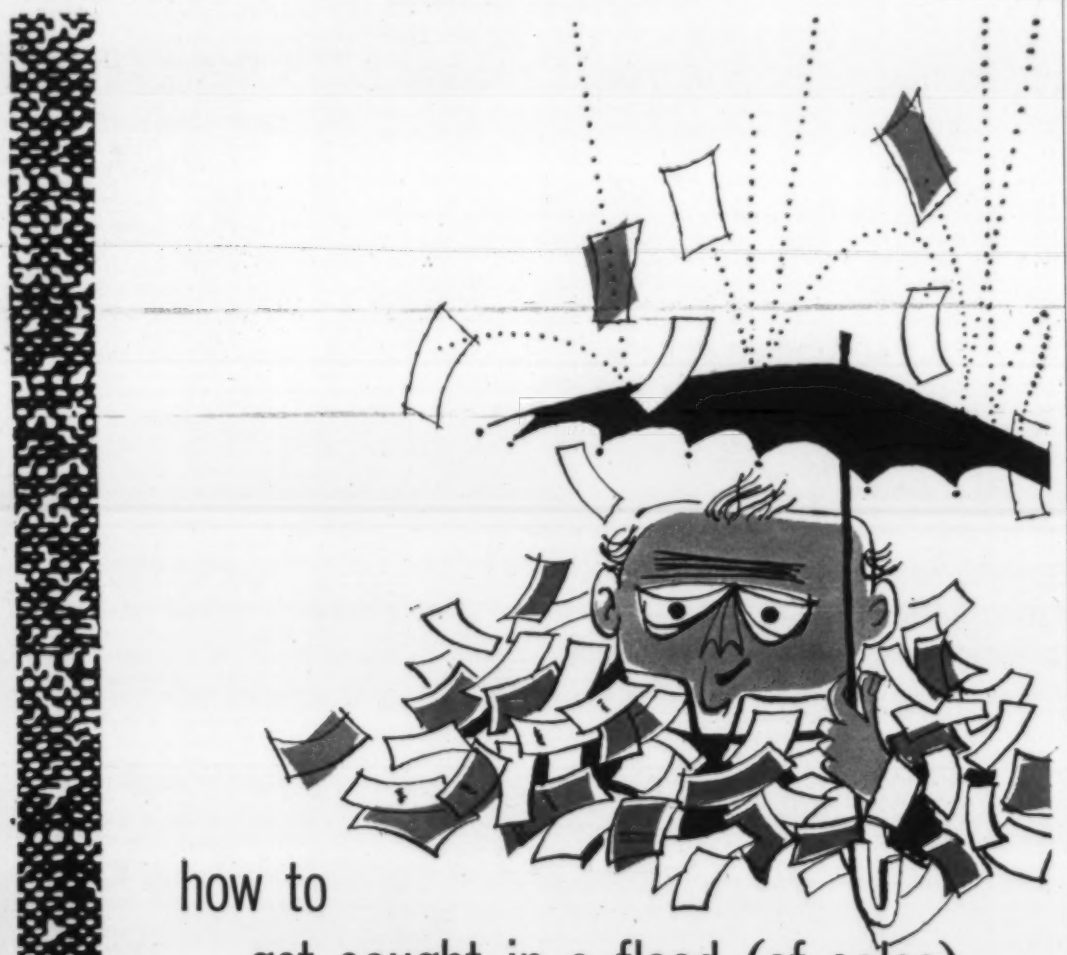
The imported beers sell for 37¢ to 40¢ in stores and from 65¢ up to 90¢ in restaurants and bars. #

Peck Rejoins Own Company

James O. Peck has resigned as industrial marketing director of Reincke, Meyer & Finn, Chicago, to rejoin his own organization, Peck Co., Michigan City, Ind. This company provides industrial photoreporting services to advertisers and agencies. He will reestablish the sales research and sales counsel services, for which Peck Co. was originally founded in 1944.

ABC Signs Pro Football Pact

The American Broadcasting Co. has reached an agreement with the American Football League, in which the network will televise up to 17 Sunday games of the new professional football league for a sum of $125,000 each.



how to
get caught in a flood (of sales)

You don't have to tear down a levee, blow up a dam or dive into a deluge. Just uncork the full power of Mass Mail.

Mass Mail is a versatile medium for advertising, sales and research. It combines the advantages of direct personal communication with the blanket coverage of the mass media.

Lemarge is one of the pioneers of the Mass Mail technique. Over the years, we have used it successfully to test new markets and products, to procure sales leads, for direct selling, for couponing and sampling.

One Lemarge client recently had to increase its sales force by 20% after being swamped by sales leads we helped create.

If you are advertising or selling in consumer markets, chances are Mass Mail—and Lemarge—can serve you profitably, too.

LEMARGE
mass mail specialists

Lemarge Mailing Service Company, 417 South Jefferson Street, Chicago 7, Illinois

In the Top 20 in Total Retail Sales

Stimulate Drug Sales in Thriving Greensboro

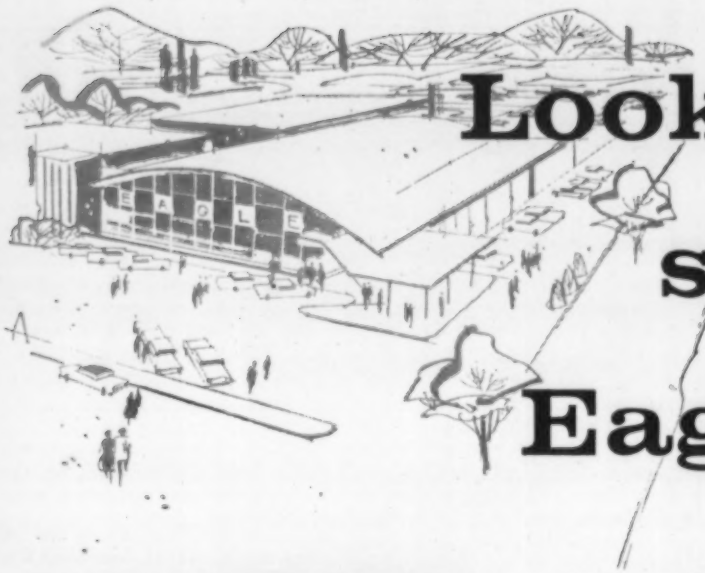
Over one fifth of the nation's top metropolitan markets are in the NEW South. When advertising to this important 11-state market be sure Greensboro is on your schedule. In Retail Drug Sales, for example, Greensboro outsells such primary markets as Little Rock and Chattanooga, close behind Baton Rouge and Knoxville. A vital sales factor is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.



Looking for better shelf position at Eagle Food Centers?

RICHARD WAXENBERG, *President*, Eagle Food Centers, Milan, Illinois

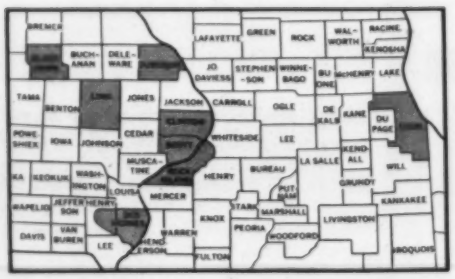
Let Mr. Richard Waxenberg, President of Eagle Food Centers, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"OUR customers make the decision to buy while reading your excellent publication. Such confidence can only result in fast turnover. Products advertised in THIS WEEK will receive prominent display on our shelves. We want your readers to be able to find it—when they want it."

Richard Waxenberg

RICHARD WAXENBERG

A Marketing Report on EAGLE FOOD CENTERS from the THIS WEEK Magazine 8th BIENNIAL GROCERY STUDY



31 stores. $52,000,000 estimated annual volume.

Eagle opened its first store in the fiercely competitive Chicago market less than two years ago. In 1957, their 28 stores did $40,170,000. In 1958, the total rose to $45,170,000 and the average per store was $1,505,667. Growth continued, to top $50 million in 1959.

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

AA's '60 Census Shows Total of JWT VPs Grows 292%—to 132—in Decade

Compilation Based on 'Agency List' Shows 10 Top Shops Have 654 VPs

By Don Morris

NEW YORK, April 29—It's the census-taking year of 1960 and about time ADVERTISING AGE took another look at the vp situation at J. Walter Thompson Co., where, like the U. S. population as a whole, the vice-presidential population is zooming. It's enough to gladden the heart of a man like Arno Johnson (vp, JWT), who likes a rising curve more than almost anything.

In the more than seven years since the vice-presidential ranks of Thompson were tallied in these pages (AA, Oct. 6, '52), the number has grown from 78 to a total of 132, the tally represented in *Standard Advertising Register's* current "Agency List."

This total doesn't tell the whole story, however. The "Agency List" carries the names of 79 vps in JWT's New York office (up from 57 in '52), but the agency itself, queried by AA, would admit to only 75. The Thompson man to whom ADVERTISING AGE spoke (a vp, naturally) was unwilling to say which of the 79 identified in the book he was excluding. Assuming 75 is right, the total is a mere 128.

■ Another source tapped by AA's poll takers was a list of vps circulated by the agency last year at Christmas card time. This yielded a still different—and larger—total: 137.

In attempting to reconcile these figures, AA's poll takers next encountered a staggering setback. There are two classes of vps who work for JWT. First-class vps are vps of J. Walter Thompson Co., but there also exist a sort of second-class vps—outside the U. S.—who may have that rank in, say, the agency's Tanganyika outpost, but *not* in the parent company. (Actually JWT has no outpost in Tanganyika.)

How many of these there may be it is virtually impossible to ascertain without going on a world cruise. *(Ed. note: Cut that out.)*

A poll of ADVERTISING AGE domestic correspondents pretty much confirms the allocation of Thompson vps given in the agency list: 33 in Chicago (the Christmas card list had 34); ten in Detroit, five in Los Angeles, two in San Francisco and one in Miami. There are five in Canada—three in Toronto and two in Montreal (not enumerated in the "Agency List"—nor are vps in such other offices abroad as London and Sao Paulo).

■ A run-through of the ten biggest agencies' rosters in the "Agency List" shows that a lot of water has gone over the dam since Foote, Cone & Belding had the largest number of vps—56—back in 1951. JWT caught up the following year and has never been headed since.

McCann-Erickson, which had 50 vps in the fall of '51, had built the number to 58 by the following spring, and now has 122. (Marschalk & Pratt, which had no vps in 1951, had acquired two by the time it was taken over by McCann in December, '54.)

Batten, Barton, Durstine & Osborn lists the smallest number of vps of any agency in the top ten—18. This figure, however, is not believed to be reliable, since the agency's modesty apparently leads it to omit the magic initials from most of those vps who do not head functional divisions of the agency.

Ted Bates & Co. has added another dimension to the vp vista by creating a third class of vps—assistant vps—in addition to the exec and senior vps and the unadorned or garden variety vps. Bates has 20 exec and/or senior vps, 45 plain vps and 20 assistant vps.

■ Here is how the vps stack up at the ten largest agencies (ranked according to billings), as enumerated in the "Agency List":

J. Walter Thompson	132
McCann-Erickson	122
Young & Rubicam	84
Batten, Barton, Durstine & Osborn	18
Ted Bates & Co.	45*
Leo Burnett Co.	54
Benton & Bowles	24
N. W. Ayer & Son	37
Foote, Cone & Belding	78
Kenyon & Eckhardt	60
Total	654

*Excludes assistant vps #

SPRING DRIVE—*The Western Farmers Assn. is rotating this painted bulletin every 30 days in 25 locations in Spokane this spring to push Lynden eggs and chickens. Bulletin was designed by J. C. Grover, vp of Hayward-Larkin, Spokane, and placed by Rune Goranson Advertising, Seattle.*

Carolina Broadcasting Buys WIST, Not WUST; Will Sell 1

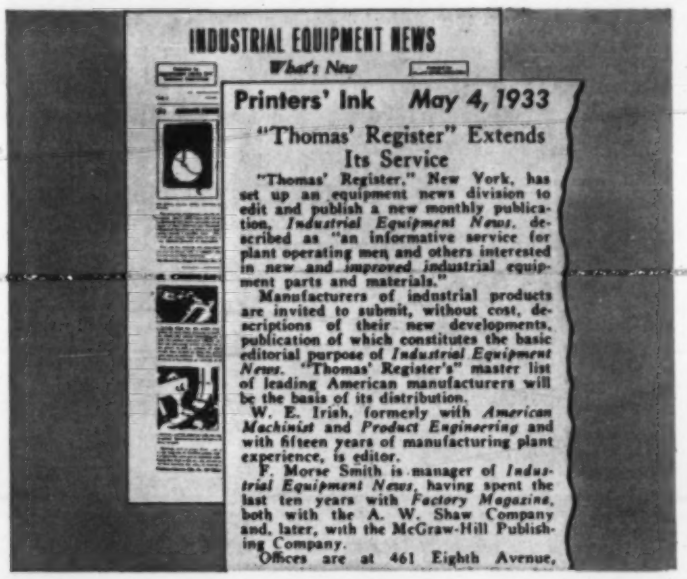
Carolina Broadcasting Co., operator of WSOC and WSOC-TV, Charlotte, N. C., which has purchased WIST, Charlotte radio station (AA, April 25), did not also buy WUST, Bethesda, Md., as incorrectly reported in ADVERTISING AGE as the result of a typographical error. Carolina Broadcasting plans to take over the position on the dial occupied by WIST, enabling WSOC to increase its power, and switch WIST to another frequency and offer the property for sale.

Ceramic Plans New Monthly

Ceramic Publications, Cleveland, publisher of *Ceramic Age*, will introduce a new publication, *Nonmetallic Minerals Processing*, in October. Circulation of the publication, guaranteed to exceed 3,500 copies, will be directed to the producers of lime, cement, gypsum and all other heat processed non-metallic minerals. The rates will be based on $250 per b&w page on a 12-time basis.

Letarte Joins Walsh

Charles A. Letarte, formerly a market researcher at MacLaren Advertising Co., Montreal, has joined Walsh Advertising Co., Montreal, as director of the French marketing and services division.


INDUSTRIAL EQUIPMENT NEWS
What's New
Printers' Ink May 4, 1933
"Thomas' Register" Extends Its Service
"Thomas' Register," New York, has set up an equipment news division to edit and publish a new monthly publication, *Industrial Equipment News*, described as "an informative service for plant operating men and others interested in new and improved industrial equipment parts and materials."
Manufacturers of industrial products are invited to submit, without cost, descriptions of their new developments, publication of which constitutes the basic editorial purpose of *Industrial Equipment News*. "Thomas' Register's" master list of leading American manufacturers will be the basis of its distribution.
W. E. Irish, formerly with *American Machinist* and *Product Engineering* and with fifteen years of manufacturing plant experience, is editor.
F. Morse Smith is manager of *Industrial Equipment News*, having spent the last ten years with *Factory Magazine*, both with the A. W. Shaw Company and, later, with the McGraw-Hill Publishing Company.
Offices are at 461 Eighth Avenue,

May, 1933
Industrial Equipment News
CIRCULATION: ~~30,000~~
NO. OF ADVERTISERS: 0

the originator

1933

IN 1933... FDR took office, the Giants took the World's Series and men in industry took notice of a new kind of magazine: a magazine that offered them detailed information on new products, improved products, problem-solving products. Its name: *Industrial Equipment News.*

1960

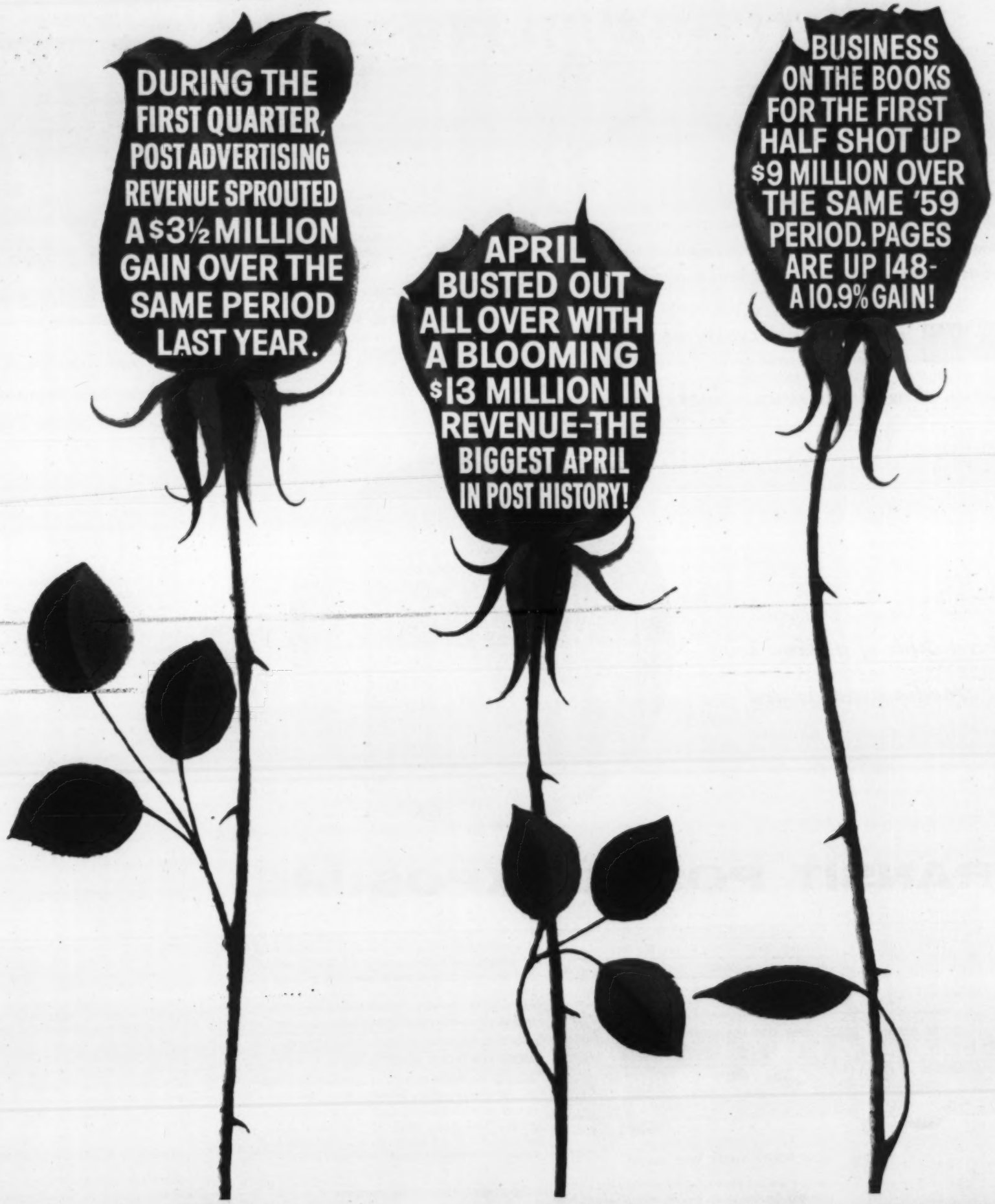
—and still the innovator!

TODAY... IKE is in office, Explorer VI is in orbit, and industry executives in the know still look to IEN for the facts on new products and product information. And, just as it has done since '33, IEN gives them those facts, with over 1200 product descriptions every month. Today, Industrial Equipment News is the buying guide to better than 77,000 key men in 452 of the nation's major industries. What better place to tell them about your product? For full details, send for our Data File.

May, 1960
Industrial Equipment News
CIRCULATION: 77,017
NO. OF ADVERTISERS: OVER 700
every month

BPA NBP

Thomas Publishing Company
461 Eighth Avenue, New York 1, N. Y.
...Affiliated with Thomas Register


DURING THE FIRST QUARTER, POST ADVERTISING REVENUE SPROUTED A $3½ MILLION GAIN OVER THE SAME PERIOD LAST YEAR.
APRIL BUSTED OUT ALL OVER WITH A BLOOMING $13 MILLION IN REVENUE–THE BIGGEST APRIL IN POST HISTORY!
BUSINESS ON THE BOOKS FOR THE FIRST HALF SHOT UP $9 MILLION OVER THE SAME '59 PERIOD. PAGES ARE UP 148– A 10.9% GAIN!

EVERYTHING'S COMING UP ROSY!

Don't let any grass grow under <u>your</u> feet! Join the 138 new advertisers who have blossomed out in the pages of the Post this year. Special spring bouquet: Post circulation just pushed to a record 6,450,000* with the March 26 issue!

A CURTIS MAGAZINE

The Saturday Evening **POST**

THE INFLUENTIALS' MAGAZINE

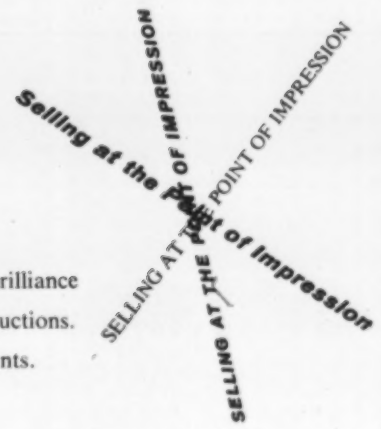
*Publisher's Estimate

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.


Selling at the Point of Impression
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION

HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Rothlin, Dunn Join Wade

Richard G. Rothlin, formerly of Needham, Louis & Brorby, Chicago, has joined Wade Advertising, Chicago, as brand supervisor of all Alberto VO5 products. Wade also has named Richard M. Dunn, formerly with Compton Advertising, New York, director of broadcasting.

Theo. Hamm Names O'Hara

Theo. Hamm Brewing Co., St. Paul, has appointed Edward C. O'Hara point of sale advertising manager. Mr. O'Hara, with the company 10 years, was formerly district sales manager in South Dakota.

Katz Names Gilliam; Moves

Gideon L. Gilliam, formerly national sales service manager of WAGA-TV, Atlanta, has joined the radio sales staff of Katz Agency, media representative. Katz has moved its Atlanta office to 1393 Peachtree St.

COOK & SERVE—*This four-color magazine ad will run this fall to introduce Ekco Products Co.'s new Flint Cook & Serve tools.*

Ekco Ads Promote Cook & Serve Tools

CHICAGO, April 26—Ekco Products Co. is introducing a new line of Flint Cook & Serve tools, cooking utensils designed to double as serving pieces. "They switch from cooking to serving as graciously as you change from cook to hostess," the copy will read.

Advertising will run October through December with a budget of $300,000, the largest product introduction budget in Ekco's history. Color page ads will run in about five shelter and women's magazines.

By June, the company hopes to have the new line in about 150 stores; by October, it aims for semi-distribution in about 15-20,000 stores.

The utensils are of stainless steel with Melamine handles of beige and white decorated with a floral design, "designed to blend with any china design." The 17 tools in the line are available in two sizes, regular and a smaller utility size, and are priced the same as Ekco's other Flint utensils.

■ Three different ways of storing the tools are also offered—the traditional wall rack; a "cabinet Susan" (a revolving wheel which is mounted beneath any kitchen cabinet); and a "counter Susan," which stands on the kitchen counter.

For retailers, the company is offering co-op advertising and a merchandising kit containing streamers, counter cards, one and two-column ad mats and proofs, radio and tv commercials, window and in store display suggestions, stuffers and a tip sheet.

The campaign was created by Dancer-Fitzgerald-Sample, Ekco's previous agency, which was succeeded recently by Doyle Dane Bernbach. #

Muller Is KBIG Sales Manager

Wayne Muller, an account executive for KBIG, Catalina, was recently promoted to sales manager, not station manager, as reported earlier in ADVERTISING AGE (AA, March 7). Robert J. McAndrews, vp, formerly held the sales manager post in addition to his duties as station manager.

'Suburbia Today' Names King

Suburbia Today, colorgravure suburban newspaper magazine, has appointed Ford King advertising manager. Mr. King, formerly with J. M. Mathes Inc., Victor A. Bennett Co. and Caples Co., will headquarter in the publication's New York office.

Wattenmaker Adds Scher

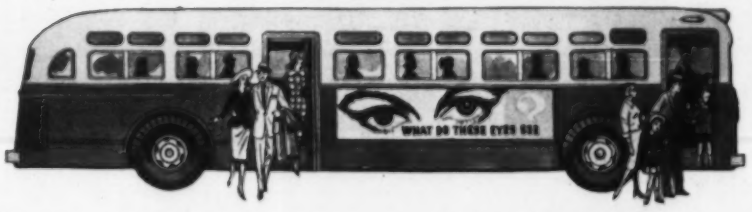
I. Alan Scher, formerly assistant director of advertising and art director of F. C. Russell Co., Columbiana, O., has joined the staff of Wattenmaker Advertising, Cleveland.

First study of its kind wins

Media/scope Award

TRANSIT POSTER XPOSURE

The NATA study of Transit Poster Xposure, conducted by Alfred Politz Media Studies, has been awarded a Media/scope Certificate of Merit for a significant contribution to media research.



HOW POLITZ STUDY WAS MADE

Using a unique photographic method developed especially for this study, people were photographed on the streets of Philadelphia . . . and counted as an exposure when both eyes were clearly visible in the photographs. The study covered a period of 30 days. Vehicles covered a cross section of routing throughout the city. Persons who had only one eye visible in the actual photographs were not considered as an exposure. In other words, the Politz Study was based on the theory that—if the poster can see the eyes, the eyes can see the poster.

NOW A PROVEN HIGH XPOSURE RATE

Now, for the first time, advertisers can apply a factor to determine the exposure rate for outside transit posters. In this one city, in one month, the study revealed that a full showing of 150 transit posters delivers 17,710,000 *actual ad exposure*. On the basis of a single poster, that's a total of 120,000 persons exposed. It is because the outside transit poster is practically a "moving billboard," that such a high exposure rate results. Transit vehicles go where people are . . . and where people buy.

MORE FOR YOUR ADVERTISING $

Based on the Politz findings, at the one month rate for 150 transit posters in Philadelphia, the study further reveals a figure of 3,225 *actual exposures per dollar*. That's approximately 31¢ per thousand. Remember, the Politz figures mean *actual* exposure based on the two-eye count—*not traffic count*.

FREE POLITZ TECHNICAL REPORT

There is a new, Technical Report booklet that describes this award-winning Politz Study. *All* results are included in the Report. Also, a sound-color film strip is available. Ask your local NATA member for a review of this material, or write direct to NATA headquarters.

NATA

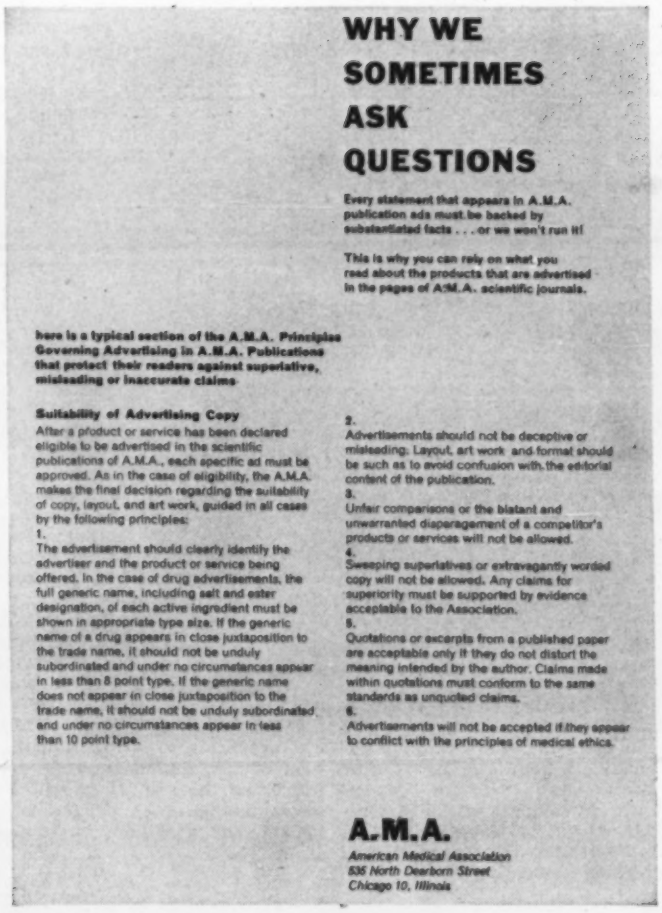
National Association of **Transportation Advertising** Inc.

500 Fifth Avenue • New York 36, N. Y. • LOngacre 4-9232

the priceless advertising ingredient

BELIEVABILITY

is an important added sales factor of every advertisement that appears in JAMA



WHY WE SOMETIMES ASK QUESTIONS

Every statement that appears in A.M.A. publication ads must be backed by substantiated facts . . . or we won't run it!

This is why you can rely on what you read about the products that are advertised in the pages of A.M.A. scientific journals.

here is a typical section of the A.M.A. Principles Governing Advertising in A.M.A. Publications that protect their readers against superlative, misleading or inaccurate claims

Suitability of Advertising Copy

After a product or service has been declared eligible to be advertised in the scientific publications of A.M.A., each specific ad must be approved. As in the case of eligibility, the A.M.A. makes the final decision regarding the suitability of copy, layout, and art work, guided in all cases by the following principles:

1. The advertisement should clearly identify the advertiser and the product or service being offered. In the case of drug advertisements, the full generic name, including salt and ester designation, of each active ingredient must be shown in appropriate type size. If the generic name of a drug appears in close juxtaposition to the trade name, it should not be unduly subordinated and under no circumstances appear in less than 8 point type. If the generic name does not appear in close juxtaposition to the trade name, it should not be unduly subordinated and under no circumstances appear in less than 10 point type.

2. Advertisements should not be deceptive or misleading. Layout, art work and format should be such as to avoid confusion with the editorial content of the publication.

3. Unfair comparisons or the blatant and unwarranted disparagement of a competitor's products or services will not be allowed.

4. Sweeping superlatives or extravagantly worded copy will not be allowed. Any claims for superiority must be supported by evidence acceptable to the Association.

5. Quotations or excerpts from a published paper are acceptable only if they do not distort the meaning intended by the author. Claims made within quotations must conform to the same standards as unquoted claims.

6. Advertisements will not be accepted if they appear to conflict with the principles of medical ethics.

A.M.A.
American Medical Association
535 North Dearborn Street
Chicago 10, Illinois

A.M.A. ads, such as this one, build greater confidence in the reliability of your advertising statements when they appear in A.M.A. publications.

Doctors who read and rely on JAMA are a critical audience. When they want to learn about product developments or usage, they depend upon the accuracy of the information in JAMA.

Physicians are being made increasingly aware that every advertisement JAMA accepts is carefully screened. So, they are inclined to respect the validity of, and respond to the statements made in these ads. This extra measure of believability and confidence is a strong factor. This is one reason for JAMA's popularity with advertisers . . . and why, year after year, JAMA's ad linage ranks high compared to other professional publications. They appreciate, too, its average 50-50% editorial-advertising ratio that protects their sales messages against "overcrowding."

Our A.M.A. representatives will be glad to give you the details . . . as well as explain why all A.M.A.'s scientific publications are excellent "buys." It'll be worth your time to see him on his next visit to you.

A.M.A.
American Medical Association
535 North Dearborn Street
Chicago 10, Illinois

**J.A.M.A.; Archives of Ophthalmology; Archives of Internal Medicine; Archives of Otolaryngology; Archives of Neurology; Archives of General Psychiatry; Archives of Pathology; Archives of Surgery; Journal of Diseases of Children; Archives of Environmental Health; Archives of Dermatology.*

Published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Ill., WHitehall 4-1500 • 475 Fifth Avenue, New York 17, N.Y., ORegon 9-9383

Lesch Is Named Colgate President, Little Is Chairman

Company's International Business Tops Domestic Sales for First Time

NEW YORK, April 27—At a board of directors meeting immediately following the annual shareholders meeting today, Edward H. Little, 79-year-old chairman and president of Colgate-Palmolive Co., resigned the presidency in favor of George H. Lesch, previously vp and president of Colgate-Palmolive International.

During a question and answer period, shareholders peppered Mr. Little, in a friendly manner, with questions and criticisms of the company's advertising. Mr. Little announced that the company's newest product, an unnamed roll-on deodorant, would go into the Syracuse test market next month.

Other company executives, caught off guard by this announcement, said later that the time and place for the test introduction of the deodorant are still indefinite.

E. H. Little George Lesch

■ Succeeding Mr. Lesch as president of C-P International is Ralph A. Hart, who remains exec vp and a director of the parent company, while returning to the job he held from 1955 to 1957.

John L. Bricker, who succeeded Stuart Sherman last year as corporative vp for marketing, was named a director.

Ralph Hart John Bricker

Mr. Little continues as chairman of the board and chief executive officer of the company he first joined in 1902, when it was known as Colgate & Co.

■ Today marked the third time since he was first elected chairman and president in 1938 that Mr. Little has relinquished the presidency while remaining operating head of the company.

The first time was in March, 1953, when Joseph H. McConnell, former head of National Broadcasting Co., was named president. He left about two years later, and Mr. Little resumed the post until July, 1955, when William L. Sims II—who, like Mr. Lesch was president of Colgate-Palmolive International—was named. Mr. Sims was discharged in March, 1957, and Mr. Little once again became president.

When Ralph Hart was named exec vp of the parent company in 1957, after Mr. Sims left, there was speculation that he ultimately would become president. But Colgate never encouraged this rumor and pointed out that a major responsibility of Mr. Hart as exec vp was the corporate reonganization then in progress.

■ Mr. Lesch joined Colgate-Palmolive in 1932 as a member of its foreign accounting department. He was transferred to Mexico in 1939. During the next 16 years he moved up from office manager to general manager of the Mexican subsidiary.

In 1955 he was appointed vp of Colgate-Palmolive International, handling sales and advertising for the United Kingdom and continental Europe. In 1957 he succeeded Mr. Hart as C-P International president. At that time he was made a vp and director of the parent company.

Selection of a veteran of Colgate's international operation to head domestic operations was probably more than coincidence. For many years the growth of Colgate's international business—where frequently all that was necessary to sell a product was put it on the shelves—has far outpaced the domestic side, where intense competition characterizes the soap and toiletries business.

Between 1938 and 1956, for example, domestic sales increased about 400%—from $73,000,000 to $291,000,000. International sales, went from $27,00,000 to $218,000,000, an increase of better than 800%.

■ And now the tail wags the dog. Colgate's 1959 worldwide sales were the highest on record—$582,000,000—but for the first time in its history the company did more business abroad ($296,000,000) than it did domestically ($285,000,000).

Sales increased in both divisions, but the foreign increase, of $33,731,000, was almost two and one-half times better than the domestic increase, of $14,204,000. And the domestic rise included returns from sales of two 1959 acquisitions—Wildroot Co. and Sterno Corp. Colgate acknowledged these accounted for a "substantial" part of the domestic increase.

The final icing on the international cake is the profit picture. In seven of the past nine years Colgate has made more profit from its foreign business than from its domestic. In 1959, for the first time, it made more profit even after deducting earnings which were retained by foreign subsidiaries.

Out of a record consolidated net income of $25,287,000 last year, $9,178,000 came from domestic operations, $9,586,000 was received (after taxes) from foreign subsidiaries, and $6,523,000 was retained by the foreign subsidiaries.

■ To shore up the domestic sales picture, Colgate underwent a major corporate reorganization starting in 1957, and sales have grown since. But 1959's $285,000,000 only equaled 1955's domestic sales and was some $5,000,000 shy of a $291,000,000 domestic record set in 1956. In the past ten years foreign sales have zoomed nearly 200%, domestic sales less than 50%.

The company also has entered upon a domestic acquisition program and has moved into the proprietary drug business. Mr. Little told stockholders today that the pharmaceuticals division has two products currently in test, a cold remedy and a gastro-intestinal product (Diar-Aid, AA, April 4).

Pharmaceuticals business is now at a $10,000,000 annual rate, he said. Lakeside Laboratories has averaged about $6,000,000 in annual sales over the past few years, he added.

■ First quarter 1960 sales were reported up $3,000,000, to $144,599,778, while net income declined $800,000, to $4,218,971. Mr. Little said the decline was due entirely to a change in selling policy in the toilet articles division. It was explained later that a new sales system hoped to do away with peaks and valleys in retailer ordering, and it was necessary to cut the amount of goods in the supply lines in order to implement the system.

T. Kurdle Smith Schluderberg A. Kurdle

SEEN SEEN ON ON BUS BUS—*Baltimoreans will be doing a double take during May when bus passengers will seem to be part of this sign promoting Wm. Schluderberg-T. J. Kurdle Co.'s second annual $20,000 Load O'Loot contest for Esskay hickory smoked frankfurters. Grand prize winner gets truck load of prizes plus a Chevrolet station wagon and a Corvair. Shown here are Thomas J. Kurdle, vp for merchandising; O. B. Smith, vp in charge of sales; Theodore Schluderberg, president, and Albert Kurdle, senior vp, all of Esskay. Van Sant, Dugdale & Co., Baltimore, is the agency.*

P&G REPORTS NET UP 22%

CINCINNATI, April 28—Procter & Gamble Co. today reported consolidated net earnings of $76,925,868 for the nine months ended March 31, a 22% increase over earnings reported in the same period in 1959. #

Deluxe Metal to A&C

Deluxe Metal Products, division of Royal Metal Mfg., New York, has named Anderson & Cairns, New York, to handle advertising and sales promotion for its office filing equipment, industrial shelving, library furniture and steel cabinet equipment. Lando Advertising, Erie and Pittsburgh, is the previous agency. A&C also handles Royal Metal's office, hospital, beauty, institutional, restaurant and industrial divisions. Pending stockholder approval, A&C will merge with James Thomas Chirurg Co., New York and Chestnut Hill, Mass., into Chirurg & Cairns.

Dorothy Lamour Cosmetics Line to Get Fall Debut

Marketer to Sell Only in Its Own Salons; No Agency Has Been Named

NEW YORK, April 27—A new cosmetics company, Dorothy Lamour Inc., expects to introduce a medium-price line of makeup, treatment and hair items after Labor Day. No agency has been selected as yet to handle the company's advertising.

The line of 100-plus items will be promoted under the Dorothy Lamour name and will be sold only through the company's own salons, according to George Alpert, president. The first salons will be opened late in September in New York and in four locations in northern New Jersey, Mr. Alpert told ADVERTISING AGE. A Chicago salon will be opened shortly thereafter, with additional units in Boston, Philadelphia and Washington by the end of the year, he said.

Miss Lamour, who is executive director and a principal of the company and a member of the executive committee plans to be active in the company, participating in every phase of operation, from product planning and packaging to advertising and publicity.

The company was set up in December and has been carrying on product research for several months, Mr. Alpert said. Previously Mr. Alpert has been head of his own New York merchandising and consulting company. #

'Maclean's' and 'Chatelaine' Will Soon 'Parlez Vous'

TORONTO, April 26—Two Maclean-Hunter magazines—*Chatelaine* and *Maclean's*—will soon add French-language editions. *Chatelaine*, a women's book, will go bi-lingual with its October issue; *Maclean's* in March 1961.

La Revue Moderne, Montreal, will join forces with *Chatelaine-La Revue Moderne*. Circulation is expected to be 125,000 next January.

Maclean's new edition will probably be called *Le Magazine Maclean's*. An initial circulation between 80,000 and 90,000 is expected.

Advertising rates will be announced next week. #

'Sun-Telegraph' Is Acquired by 'Pittsburgh Post'

Some 'Sun-Telegraph' Execs Reportedly to Stay With Hearst Organization

PITTSBURGH, April 26—Pittsburgh became a two-newspaper city last weekend when the *Pittsburgh Post-Gazette*, the only morning daily here, purchased the *Pittsburgh Sun-Telegraph*.

The acquisition was announced by William Block, president and publisher of the *Post-Gazette*, and H. G. Kern, general manager of the Hearst Newspapers. In the deal, the *Post-Gazette* acquires the *Sun-Telegraph* properties, including a modern production plant completed in 1954.

The combined newspaper, which will be called the *Post-Gazette & Sun-Telegraph*, issued its first edition yesterday. It will have morning and afternoon editions and will be issued seven days a week.

■ Most of the top executives of the *Sun-Telegraph* will stay with the Hearst organization, ADVERTISING AGE was told. Alan G. Nicholas, publisher of the *Sun-Telegraph*, has a contract with Hearst but his future plans have not been determined.

E. H. Schnackenberg, business manager, will move over to the *Baltimore News-Post* as business manager. Lee Austin, advertising director, also has a contract but has not decided what he will do. Edwin W. Heister, general advertising manager, takes over as head of the Pittsburgh office of Hearst Advertising Service.

■ The acquisition opens the door for the *Post-Gazette* in the afternoon and Sunday fields. Before the purchase, the *Post-Gazette* was the only one of the three Pittsburgh dailies which did not publish a Sunday newspaper. All the color comics, rotogravure section, *American Weekly* and other features of the Sunday *Sun-Telegraph* will be included in the *Post-Gazette's* Sunday newspaper, which will make its initial appearance May 1.

The *Post-Gazette* now will be competing directly with the *Pittsburgh Press*, an afternoon daily owned by Scripps-Howard, which has a daily circulation of 310,702, and a Sunday circulation of 529,809, according to latest Audit Bureau of Circulation figures.

Prior to the sale, the *Sun-Telegraph* had a daily circulation of 174,343, and a Sunday circulation of 379,808.

■ The number of daily newspapers here has been shrinking steadily since 1923 when Pittsburgh had seven dailies—the *Dispatch, Leader, Post, Sun, Press, Gazette Times* and *Chronicle Telegraph*. In that year, the *Dispatch* and *Leader* were disbanded after being acquired by the other five dailies.

On Aug. 1, 1927, the late William Randolph Hearst brought out the afternoon and Sunday *Sun-Telegraph*, which he combined from the *Chronicle Telegraph* (founded Jan. 2, 1884), and the *Pittsburgh Sun* (founded March 1, 1906).

On the next day, Aug. 2, 1927, the late Paul Block published for the first time the morning *Post-Gazette*, created by merging the *Post* (founded Sept. 11, 1842), and the *Gazette Times* (which was originally founded as the *Pittsburgh Gazette* on July 29, 1786). #

PACE SETTER

...AT THE POINT OF PURCHASE

In newsstand sales, House Beautiful is first in its field . . . first in one of the smartest single standards for measuring the vigor of a magazine. A woman has to **want** a magazine to get up and go out and buy it for cash. Our sales at the point of purchase are happily healthy and the highest in the quality home field: 42% by Publisher's ABC statement for December '59. The national average, according to the Wall Street Journal, is "a little more than 25%".* And that's one reason why House Beautiful leads the whole home field in ad pages**, leads the quality field in total circulation.† Want more facts? Ask your House Beautiful man.

*Wall Street Journal, page 1, March 1, 1960
**1301 pages in 1959
†825,000 by Publisher's estimate for the first half of '60.

House Beautiful
572 MADISON AVENUE, NEW YORK 22, NEW YORK
A Hearst Magazine — One of 13 Keys To The Special Interests of 13 Special Markets

PERSONALITY—*This is one of the ads that will run in support of Pet Milk Co.'s four instant nonfat dry milk "personality packages" to be introduced in June.*

Pet Dry Milk Gets Four New Packages; Will Bow in June

ST. LOUIS, April 28—The largest advertising campaign ever used for Pet Milk Co.'s instant nonfat dry milk will introduce its new "personality package" in June.

The program includes color pages in six magazines, and network tv—and ads on more than 200 radio stations.

Four separate "personality packages" will be presented, each with a color photograph of a youngster drinking a glass of Pet milk. Each package also features a different dessert recipe and a color photo of the dessert.

The unusual package line scored well in consumer tests by the Color Research Institute, the company said, and it was decided to skip test marketing of the package in order to gain a better lead against possible copying.

The "personality" theme is carried out in the full advertising and merchandising campaign supporting the introduction of the new package.

The magazine ads are scheduled for *Everywoman's Family Circle, McCall's, Reader's Digest, Redbook, The Saturday Evening Post* and *Woman's Day*.

Tv commercials on "Red Skelton Show" and "Edge of Night" will present the four youngsters.

Gardner Advertising Co. is handling the account. #

Phillips Launches $6,000,000 Campaign

BARTLESVILLE, OKLA., April 27—Phillips Petroleum Co. will launch next week an all-media campaign, covering its 36-state market territory, for two products—Flite-Fuel gasoline and Trop-Artic motor oil.

In what is billed as the biggest campaign in its history, Phillips will spend some $6,000,000 through the remainder of the year to push the products in newspapers, television, radio and outdoor media.

The newspaper phase, to include big-space ads in some 1,000 daily and weekly newspapers, will kick off May 2, via four-color spreads in dailies in 20 major Phillips markets.

The color ads—r.o.p. and preprints—hail the gas and oil products as giving the consumer "the sweetest rhythm on the road."

On television, Phillips will sponsor news, weather and half-hour syndicated programs in 75 major markets. Ten-second spots will be used in 45 additional markets during May. Outdoor posters also are scheduled in more than 5,000 locations throughout Phillips' market area.

Lambert & Feasley, New York, is the agency. #

Chilton Acquires 'Food Engineering'; 'We'll Build It': Buzby

PHILADELPHIA, April 27—Two giants in the business publications field got together on a deal which has the industry buzzing. Chilton Co. has acquired *Food Engineering* from McGraw-Hill Publishing Co., New York, effective with the July issue. No price was given.

G. Carroll Buzby, Chilton's president, said Chilton offices throughout the country will begin selling space in the 18th Chilton publication, and that there will be no interruption of either circulation or advertising services.

Coming with *Food Engineering* from McGraw-Hill, which established the book 32 years ago, are the publisher, Grahame E. Riddell; the editor, Frank K. Lawler, and the circulation manager, Ivan C. Miller.

■ Commenting on the sale, Nelson Bond, president of McGraw-Hill's publications division, said that in its 32-year history, *Food Engineering* "has not developed sufficient gross revenues to create consistent profits for McGraw-Hill."

Mr. Buzby said his company has taken over the publication "mindful of *Food Engineering's* status in its field.

"We feel that it fits logically into a place with our other properties, and that we can enhance its position in the industry and thus benefit the readers and the advertisers," he said. #

Agency Men Create Visit the U.S. Inc., Plan $250,000 Push

(Continued from Page 1)

of $59,500.

About half of the space in each ad is to be devoted to a soft-sell prestige pitch, inviting the reader to come to this country. The rest would consist of individual messages from the advertisers.

■ The founders of Visit the U. S. Inc. are Lyal Marshall and Clifford Coch, partners in Marshall & Coch, a New York advertising agency. Messrs. Marshall and Coch report that their plan has met with "enthusiastic approval" from government and travel organizations.

Mr. Coch, just back from a trip to Europe, said: "One look at the fantastic prosperity in Europe is enough to make you realize that a visit to the U. S. is now economically feasible for literally millions of Western Europeans."

Agencies of participating advertisers will be able to get full commissions on the orders. The ads themselves will be placed in Europe via Modern Advertising Services, London; Publicis, Paris, and Troost Werbeagentur, Dusseldorf.

Messrs. Marshall and Coch will present their plan in Washington next week before the U. S. Senate interstate and foreign commerce committee.

■ This committee will be hearing Monday and Tuesday from individuals who have ideas about promoting tourism to the U. S. One of those scheduled to testify is David Ogilvy, president of Ogilvy, Benson & Mather, who a year ago this week unveiled a proposed public service campaign designed to promote European tourism to America.

Mr. Ogilvy's proposed campaign was more grandiose than the one envisioned by Visit the U. S. Inc. It called for a $1,000,000 expenditure for a series of 12 spreads in mass consumer magazines. The Marshall-Coch campaign would be concentrated in class publications reaching a well-heeled audience. #

MUG SHOTS—*Schenley Distillers, New York, is using "mug" shots of celebrities in a spring print campaign for Melrose blended whisky. This 540-line b&w ad, featuring Sir Cedric Hardwicke, will kick off the drive May 2 in over 30 newspapers in the Northeast. W. B. Doner & Co. is handling.*

Foster & Kleiser Hits 'Examiner' Outdoor Articles

SAN FRANCISCO, April 28—Foster & Kleiser has stopped construction of outdoor signs near Candlestick Park, new home of the Giants baseball team, but has lashed out at the *San Francisco Examiner* for a series of articles attacking the sign construction.

L. H. Odell, president of Foster & Kleiser, said the company had constructed one sign and had permits to build two more in an industrially-zoned area near the stadium. But Mayor George Christopher recently asked the city planning commission to forbid such construction.

"If Mayor Christopher does not like outdoor advertising near the ball park, then we will not build them," Mr. Odell said. The company will exercise this restraint, he added, "as long as plans to turn the area into a landscaped industrial park are carried out."

■ In a letter sent Monday to 300 executives of advertisers and agencies served by Foster & Kleiser, Ross Barrett, exec vp, termed the *Examiner* series "vicious and unfair."

"A reasonable explanation of this subject would indicate that it was blown up out of all proportion to the situation," Mr. Barrett said. "Phrases of malicious implication were constantly used by the *Examiner* concerning 'the danger of a billboard maze'—'billboard fence'—and similar phrases designed to lead the readers of the articles to believe that there might be literally hundreds of billboards covering the approach to the Candlestick Park stadium.

"We remind you again that we obtained permits to build three structures which were to have back-to-back poster panels on them, or a total of six billboards in the area," he said. #

Walther Agency Adds Two

Baird-Atomic Inc., Cambridge, Mass., manufacturer of spectrochemical instruments—emission and infra-red, transistor test equipment and atomic instruments, and Hylag Products Corp., Marion, Mass., manufacturer of high strength, high temperature insulation and refractory materials, have appointed F. P. Walther Jr. & Associates, New York, as their agency.

Westinghouse Sets Uniform Time Units to Placate Products, Agencies

NEW YORK, April 28—Westinghouse Electric Corp., which will sponsor the political conventions on CBS Radio and CBS-TV for the third consecutive Presidential election, will make every effort to keep everyone happy, including the audience, the company's many department sales managers and its three agencies, so said J. Gilbert Baird, the company's sales promotion manager for consumer products, speaking here yesterday. The agencies referred to are McCann-Erickson, Grey Advertising Agency and Ketchum, MacLeod & Grove.

Speaking before the Radio & Television Executives Society, Mr. Baird said that with each of the Westinghouse product groups and agencies wanting "only the best commercials and nothing but prime time," the company found it necessary to set up a list of rules. Commercials will all be the same length, those for tv running 90 seconds, the radio ads one minute each.

■ One very important must, Mr. Baird explained, is that, wherever possible, the commercials will be done live, because "we want to make Westinghouse an intimate part of a viewer's convention experience. We do not want our commercials to be awkward interruptions. Being live, we will use frequent ad libs to get into the commercial—timely ad libs based on the excitement of the conventions," he added.

Commercials will be presented only when convention inactivity permits, he said. "In 1956, during the conventions, we averaged three minutes, 20 seconds per hour," Mr. Baird said. On one occasion, there were two hours between commercials.

■ "We felt that audience good will was more important than squeezing out every last minute of commercial time. If the convention activity is that important, it means we are building audience for the commercial breaks when we do get to them," he added.

As in the two previous political years, a buzzer will be installed in the commercial studio to interrupt an ad at any point when something exciting happens on the convention floor. Betty Furness again will deliver the product commercials, while announcer Fred Davis will fill his first assignment for Westinghouse, handling the corporate ads.

■ Despite the small number of commercials, however, Mr. Baird said, "We know that the people watch our commercials—and we know they can be moved to action. In 1952 we featured a special ice tray as a traffic builder. People went to Westinghouse dealers and bought 1,000,000 of them.

"In 1956 we featured an ice tray again, but we didn't try very hard to sell it. Even then, we moved 750,000 ice trays."

The Westinghouse executive said that a political year is the greatest spectacular of all—"a spectacular that starts in July and keeps you in suspense until November." As for talent, Mr. Baird pointed to its cast of thousands, including some of the great names in history.

■ In making a bid for a large audience this year, Westinghouse and CBS are planning a coordinated newspaper, television and magazine push, which has not been set yet. A program of local radio, tv and newspaper ads also is being developed. #

American Hoist Scans Agency Setup

ST. PAUL, April 28—American Hoist & Derrick Co. currently is reviewing its advertising program and has held talks with six agencies other than its present agency, Erwin Wasey, Ruthrauff & Ryan, St. Paul. The account bills about $200,000.

Steve C. Brown, advertising and sales promotion director of the company, told ADVERTISING AGE that a decision on an agency probably would be reached within 30 days. "We do this routinely whenever we have made an acquisition," Mr. Brown said.

The acquisition he referred to was the purchase earlier this month of Industrial Brownhoist Corp., Bay City, Mich., manufacturer of railroad wrecking cranes, bulk material unloaders, specialized buckets and locomotive cranes.

■ Mr. Brown said that Price, Tanner & Willox, Saginaw, Mich., agency for Industrial Brownhoist, has been taken off the account, and that all scheduled ads for the company have been canceled. Collateral material, previously prepared by the agency, will now be created by American Hoist & Derrick's ad department, he added. #

Westinghouse Tells How Political Buy Will Aid Its Sales

PITTSBURGH, April 28—Westinghouse Electric Corp. this week detailed some of the more mercenary reasons why it will invest some $6,000,000 in the CBS radio and tv Presidential election coverage.

July and August, which will encompass the political conventions and other major political broadcasts, are the two biggest retail months for refrigerator sales and freezer sales, the company said.

And, historically, these two months account for 26% of all room air conditioner sales, 17% of all electric range sales, 16.5% of sales of Westinghouse dishwashers and 17% of all washing machine sales.

In addition, during July and August, 11% of all coffeemakers are sold, along with 13% of the mixers, 11% of the roasters and 13.5% of the toasters, the company said.

The Westinghouse-CBS package is equivalent to 75 half-hour shows, the company said. The program, running from July 10 through election night, includes nine weeks of "bridge" programs each Friday evening from Sept. 9 to Nov. 4.

■ "There is a strong possibility that the top men of both parties will be debating on these programs," Westinghouse reported.

Pointing out CBS' record in election coverage, the sponsor said that in 1956 CBS reached 43,000,000 viewers in 58% of all tv homes during the convention coverage. "This was 60% better than NBC did; the CBS audience was twice as large as ABC's audience," Westinghouse said.

Cost for the 1956 political package has been figured at $2.52 for each commercial minute delivered to every 1,000 homes by tv.

"The above figure assumes, of course, that we get the radio coverage free," Westinghouse added.

The company said a "conservative estimate" of 64,000,000 viewers has been made for the 1960 Democratic convention (71% of all tv homes) and 60,000,000 viewers (66% of all tv homes) for the Republican convention. #

first magazine for women

May 1960

McCall's

"WITH LOVE," THE AUTOBIOGRAPHY OF MAURICE CHEVALIER

ARLENE FRANCIS' "WOMAN'S POWER TO CHARM"

BEST FASHION, FOOD, AND DECORATING PAGES

The flow of creativity in print...

It has made McCall's the leading medium today in marketing to women. It is also providing new leadership in techniques of selling to female customers.

Today, as women wield even wider influence on consumption expenditures, more and more businessmen are recognizing the emergence of a new and vital force in marketing: the updated, upsurging magazine for women known as McCall's.

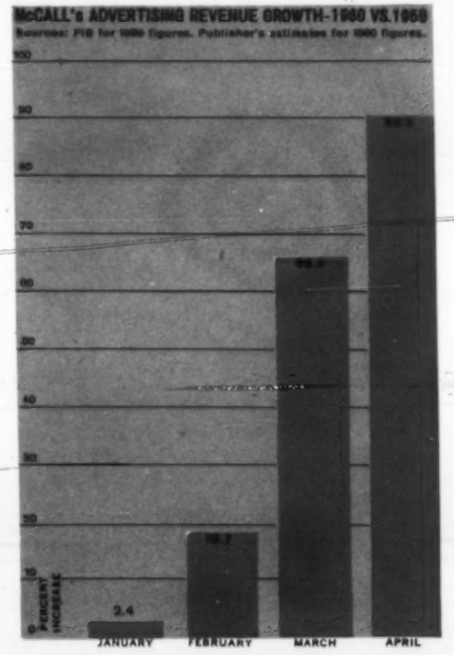
New Freedom of the Printed Page. Within one year, under inspired editorial direction, McCall's has become the publishing phenomenon of our time. McCall's circulation guarantee will, in one year, be increased by 25%: 6,500,000, as of next January, or earlier. With the greatest amount of editorial linage in the field, the magazine covers the expected realms of women's interests. But the approach is breathtakingly unexpected. Color soars throughout the book. Ideas are lavish, limitless. Personalities from Maurice Chevalier to Sir Anthony Eden, Marilyn Monroe to Clare Boothe Luce nudge each other in brilliant diversity. From cover to cover, women are provided with a freedom from mediocrity that McCall's believes is today's creative approach to selling this financially fundamental market.

New Freedom for Advertisers. McCall's selling effectiveness has kept pace with its editorial acceptance. (First-quarter advertising columns for 1960 put McCall's out in front of the competition.) More and more companies are finding that McCall's moves goods with profitable efficiency. Interesting note: Many advertisers openly admit that the McCall's approach has sparked their own creativity. Result: McCall's today is being studied intensively in board rooms where women's magazines were formerly considered rather extraterritorial.

This custard-and-berry food spread is from McCall's May issue.

The most dramatic advertising growth pattern in publishing!

McCall's total advertising revenue for the first quarter of 1960 is up 35.2% over the same period last year. Month by month, the pattern reflects the growing enthusiasm of American industry for the kind of selling atmosphere McCall's provides. 51 new advertisers have joined the pages of McCall's in the first quarter of 1960. Established advertisers are increasing their pages to consistent campaigns. The use of four-color is up in the same period; bleed pages (for which there is no extra charge) are being used six times as much. When women's consumer influence is the target, *the* magazine to use is **McCall's.**



"I salute McCall's for its development of an editorial format which sets a splendid example for creative advertising." WILLIAM E. ROBINSON, CHAIRMAN OF THE BOARD, THE COCA-COLA COMPANY

"I have a high regard for McCall's because, unlike most magazines, it is not only entertaining but informative in treating with the real, everyday, varied problems of life."
ELMER H. BOBST, CHAIRMAN OF THE BOARD, WARNER-LAMBERT PHARMACEUTICAL CO., INC.

"Exciting new editorial product—excellent for all marketers."
WILLARD GIDWITZ, PRESIDENT, HELENE CURTIS INDUSTRIES, INC.

"McCall's is a constant stimulation on a national and local level in producing lively interest in fashion and home furnishings on the part of retailers and their customers."
ARTHUR L. MANCHEE, PRESIDENT, MACY'S NEW YORK

"McCall's is uniquely in step with the pace of the revolution in taste that is sure to have increased impact in the decade ahead." GRANT G. SIMMONS, JR., PRESIDENT, SIMMONS COMPANY

Sawyer Calls Research Weak Prediction Tool

Chirurg Exec Speaks as Industrial Publishing Marks Its 30th Year

CLEVELAND, April 26—Be careful about market research. Don't lean too heavily on it—not, at least, as a guide to the future. Market research men are like weather men. They're better prophets of what has happened than they are of what comes next.

This advice comes from Howard G. (Scotty) Sawyer, vp of James Thomas Chirurg Co., Boston, and board chairman of Business Publications Audit of Circulations, who said here: "Market research is not a very good instrument for prediction. It's good for finding out what happened and what the current status is and, possibly, why. The information can be very helpful in making future plans. But research is not very reliable in telling what is going to happen."

Mr. Sawyer spoke last week to editors, advertising men and other personnel of the Industrial Publishing Co. at a luncheon opening the company's annual sales conference and celebrating its 30th anniversary. Irving B. Hexter, founder and president of the company, presided at the birthday program, in a dining hall of the new Cleveland Engineering Center.

■ Mr. Sawyer acknowledged to his audience that "market research contributes much information" upon which marketers base their decisions, and cited examples.

"From it, we learn about the shifting complexities of population groups, we learn the extent to which synthetic fibers have become acceptable in place of natural fibers," he said. "We learn what colors attract most women, what colors attract most men, and we learn about the psychological reactions of different people—different races, ages, income groups—to various symbols and stimuli. We learn where to build shopping centers.

"We can sometimes predict with fair accuracy how much of something the people will buy, so that we can plan production schedules accordingly. We need more such research, but market research doesn't take the place of judgment. It only provides the information upon which sound judgments can be based.

■ "Even then, I'd rather have invention, intuition and courage than all the market research in the world," Mr. Sawyer said.

Contending the greatest market successes will come out of the innovator's mind rather than out of the market, Mr. Sawyer cited Clarence Birdseye and Charles F. Kettering as illustrations. He offered the Edsel automobile and its failure as the opposite kind of example.

There are many definitions of marketing, he said, "but essentially it's the art of competing.

"It's the business men who should know what the public wants or might be made to want," Mr. Sawyer concluded. "The people don't know what they want. You've got to make it; make it available; tell them it's available; tell them it's good for them.

"That, it seems to me, is what marketing is—and also advertising."

■ Mr. Hexter, in his opening remarks, sketched the history of Industrial Publishing, which he brought into being in 1930 on $1,200 he had borrowed. He had one employe and one magazine, the predecessor of *Welding Design & Fabrication*.

Today, 30 years later, IPC produces nine magazines and four directories and has 170 employes, including those at the regional offices in New York, Chicago, Los Angeles and London. Its magazines, he said, do an annual gross advertising volume of $5,000,000 and have a total monthly circulation of 510,000. #

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A45, 19 W. 44th Street, New York 36, N. Y.

THERE'S A BETTER WAY TO SELL MORE IN PEORIA The more than 300,000 Metropolitan Peorians respond far more favorably to well planned advertising campaigns in their favorite newspaper. Favorite? It's the only newspaper blanketing the booming big Peoria market, where millions of dollars in industrial expansion is a magnet for thousands more wage-earning, wage-spending consumers.

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles

Look what's happening in broad daylight!

In the afternoon, for example...

The big trend to NBC gets bigger. Look at the swing in viewing habits since NBC Television reprogrammed its afternoon lineup on February 8. The facts, according to Nielsen:*

Fact...Total afternoon lineup: NBC Television up 36% in share, up 38% in rating. Network #2 down 8% in share, down 6% in rating. Network #3 down 17% in share, down 15% in rating.

Fact...Since February, all six NBC afternoon time periods are up in share; up in ratings; up in homes per minute. Specific share increases include: Queen for a Day up 10%; Loretta Young up 67% over previous program; Young Dr. Malone up 36%; From These Roots up 23%; Comedy Playhouse up 43% and Adventure Time up 47% over previous programming.

Fact...Total NBC afternoon lineup now averages: 33.9 share; 8.4 rating; 3,579,000 homes per minute. In two months, NBC has gained more than a million additional homes per afternoon minute.

Fact...The new total daytime picture:

	NBC	Net. #2	Net. #3
Average Share	38.1	36.4	21.5
Average Rating	8.8	8.8	5.6
Half-Hour Wins	6	6	0

Fact...Brown & Williamson, Colgate-Palmolive, Coty, General Mills, Mennen and Purex have all made recent major buys in NBC's new daytime lineup.

THE NBC TELEVISION NETWORK

*NTI Average Audience, 10 am-1 pm and 2-5 pm, Mon.-Fri., including NBC sustaining ratings. Feb. I and March II, 1960.

The Editorial Viewpoint . . .

Too Much Self-Flagellation

A good many people in this business of ours are beginning to feel that advertising men and women are indulging in too much self-flagellation on the subject of misleading and un-tasteful advertising.

A little wielding of the whip on each other's tender backs goes a long way, these people say, and is worth while. But they are fearful that we are actually beginning to enjoy the floggings, along with a much larger portion of introspection and internal exploration than is generally considered either normal or healthy.

The program of the annual meeting of the American Assn. of Advertising Agencies was especially heavy in the area of self-examination this year, and we heard several members indicate that their backs and their heads were being immoderately assailed with confessions of sin and entreaties to rise out of the depths of depravity and look their consciences (and their critics) squarely in the eye.

We have always believed that the advertising business and the people in it are peculiarly sensitive to criticism from within and without the business, and that their sensibilities are extremely delicate—and that they wilfully examine their real or imagined sins more carefully and more thoroughly, and at greater length and with greater patience and fortitude, than any other group in business or the professions.

To a very considerable extent, we applaud this state of affairs. Critics of advertising, within advertising's ranks as well as outside them, get a fair and usually a complete hearing. People in the business are willing to listen to them, to discuss the complaints, and frequently to admit the error of their way.

But, as Fairfax Cone insisted in his talk to the Four A's, perhaps advertising as a business has reached the point at which a somewhat lesser degree of tolerance toward criticism and critics is called for.

For ourselves, we feel strongly that criticism should be dealt with on its merits, that self-regulation is essential, and that effective self-regulation involves more than lofty codes and high-sounding principles of conduct. Someone—which is really a euphemism for all of us—must actually do something about the things that are wrong, to the extent of pointing specific fingers at specific noses, and getting specific situations corrected.

But this is, we agree, quite a different thing from beating ourselves constantly with the thongs of wrong-doing, so that finally we manage to convince ourselves that we have no honest right to face our families and friends.

People in advertising are not social leeches; they are not carbuncles on the tender neck of society. They perform a useful and an essential service, and they have every right to be proud of themselves and their activities—even though they recognize that there are charlatans and corner-cutters and practitioners with poor judgment in their midst.

Kintner Deserves Confirmation

The Senate committee on interstate and foreign commerce conducted hearings Wednesday (April 27) on several nominations, including that of Earl Kintner for a full seven-year term on the Federal Trade Commission. We hope it will be possible for the Senate to rise above partisanship, at least in the case of Mr. Kintner.

Business men have a right to be particularly interested in the fate of this nomination. An effective FTC enforces ground rules which prevent the competitive process from descending to the level of the jungle. It is not necessary to agree with everything that Mr. Kintner has done to know that business, and advertising in particular, are better off for the efforts he has been exerting.

We would not raise the issue of Mr. Kintner's approval by the Senate committee—indeed, such approval would probably be routinely granted—if it were not for the fact that this is an election year and that there are some indications that those who guide the destinies of the Democratic party may want to make a little hay.

Already the "Democratic Digest," official party organ, has taken up the notion that the regulatory agencies have been weakened by appointments made under the Eisenhower regime, and the natural—for them—corollary that only Democratic nominees can be expected to act vigorously in the public interest.

As a matter of fact, the current issue of the "Democratic Digest" quotes Advertising Age as "lamenting nostalgically" the changes in the Federal Communications Commission "since Democratic days"—which is not quite accurate. We have lamented the lack of strong characters on the FCC lately, but we have no interest whatever in their politics or who appointed them. All we want is good administration, fair and equitable, and as little shilly-shallying as possible.

Republican or Democrat, Chairman Kintner has exhibited energy, intelligence, fair-mindedness and a sense of public obligation which in our judgment merits his continuing as an FTC commissioner. Advertising people do not always agree with him or with the FTC, but in general they agree that a strong, active FTC is an essential watchdog, useful to the public and industry alike.

Gladys the beautiful receptionist

—Wallace Braseal, commercial manager, KPEN, San Francisco.

"He says the loudest noise in his car at 60 miles an hour is his wife."

What They're Saying . . .

Too Many Drug Brands?

One of the most vexing problems in medicine today is the multiplicity of drugs on the market. Many of them are similar—or even identical—to one another, the only difference being the brand name.

Each year, the drug companies produce an index of their products for the physician. It merely lists the names of drugs and, for some, a short description. Yet it covers 304 pages!

If you boiled it all down, the basic chemicals needed to provide excellent medical care could be listed on three or four pages. This would greatly simplify the doctor's lot, and would probably save patients billions of dollars yearly . . .

Mass advertising techniques are used by drug companies to try to persuade the physician that their products are superior. And advertising literature often replaces carefully planned and executed clinical studies.

There is no mystery to therapeutics. Every doctor has at his fingertips the latest developments. It is all simple and direct, once a diagnosis is established. It is only the complexity of a huge industry selling its products that clouds the issue.

—From "Dear Doctor," weekly column by an anonymous M.D. in the Victor Press, Victorville, Cal.

The Payoff

If you think advertising doesn't pay, we understand there are 25 mountains in Colorado higher than Pike's Peak. Can you name one?

—From the York Trade Compositor, York Composition Co., York, Pa.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS,** vice-presidents. **C. B. GROOMES,** treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Television's got better things to do," Fred Friendly told Bennett Cerf at the Peabody Awards luncheon, "than just sell your books."

Not better for Random House.

•

Viewers of that popular show, "What's My Line?" are never at a loss regarding the latest titles offered by Random House or exactly what Bennett Cerf's line is.

•

There may be nothing more beautiful to the maker of nose spray, suggests Fax Cone, than a map of the nasal passages.

But to most people, it merely suggests Dristan.

•

The Post Office Department says its proposed increase in second-class rates won't really "break" the printed media.

Mr. Summerfield is sincerely hopeful that his customers can stay alive.

•

Bart Cummings says critics of advertising think it is always powerful enough to force people to buy.

If that were only so, media wouldn't need salesmen.

•

Texaco is offering generous prizes to consumers for the best suggestions for its tv ads, but wisely it hasn't promised to put any of them on the air.

•

With two or more magazines offering extra free space on the borders of their pages, it's becoming more and more evident that publishers are willing to bleed for their advertisers.

•

John Blair says his handsome new office building on Michigan Ave. in Chicago is a monument to salesmanship.

And it looks as if he picked the right spot for it.

•

Minnesota Mining & Mfg. Co. is known on the stock exchange and to the business world as 3M, and with the recent acquisition of Mutual, it can now become 4.

•

Oklahoma Oil puts a tiger in your tank, and judging from the excitement created in making the pictures, it's a lot easier than putting it into the tv commercials.

•

Clyde B. Dean wants to know why exhibitors at trade shows don't get audited statements of attendance, a question that has been asked and not answered for a good many years now.

•

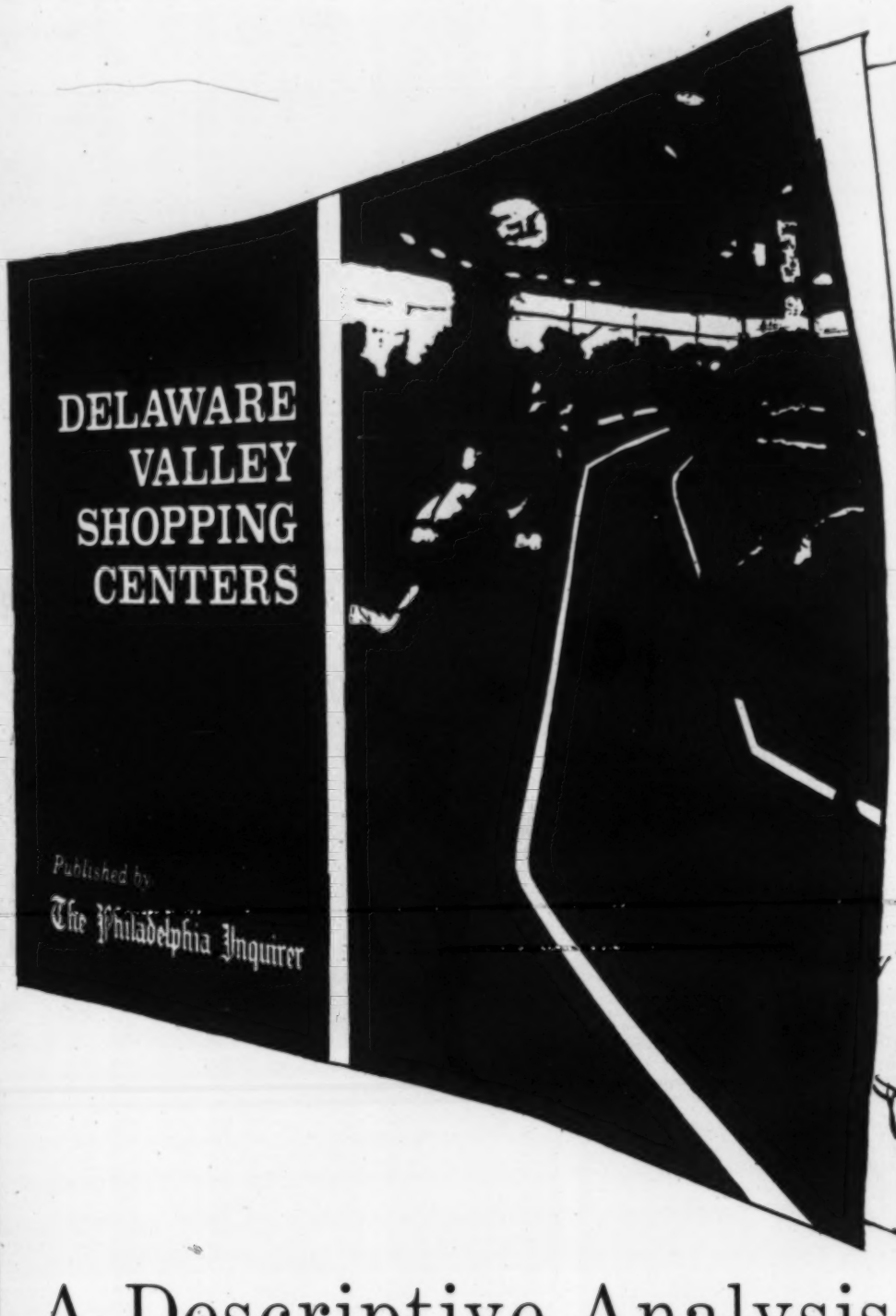
An "outdoor oriented advertising manager" is wanted by a Kansas City company, and no doubt applicants will call attention to the amount of time they spend on the golf course.

•

A copywriter looking for a new typewriter says he offers "an explorative imagination, capable of reaching into the far unknown."

That's really 'way out, man!

Copy Cub.



A Descriptive Analysis of Shopping Centers in Delaware Valley, U.S.A.

Here's the book that shows

the market's 100 leading shopping centers • the location of 284 different centers • where the centers' customers come from • designation by type of 25,600 stores within the centers.

This 136-page volume is the latest in The Inquirer's continuing program of research studies designed to provide advertisers with sound knowledge of the Philadelphia retail trading area.

On a broad scale, it shows the pattern of existing retail clusters in the 14-county market, permitting comparisons with population spread to determine the potential for future market development.

And in detailed coverage of centers, it serves as an aid to everyone interested in moving products—from maker to merchant—in appraising sales areas, selecting store sites, programming distribution, evaluating competitive positions and planning advertising coverage.

Copies of "Delaware Valley Shopping Centers" are available at $5.00 each from the Research Department of The Philadelphia Inquirer.

Good Mornings begin with The INQUIRER for 1,406,000 adult readers

The Philadelphia Inquirer

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

MON. (ADVENTURES IN PARADISE) 9:30-10:30 PM

PICK AN HOUR FROM 9 TO 10

YOU'LL BE PICKING THE KIND OF PRIME-TIME PROGRAMMING THAT MAKES ABC-TV AVERAGE OUT FIRST*

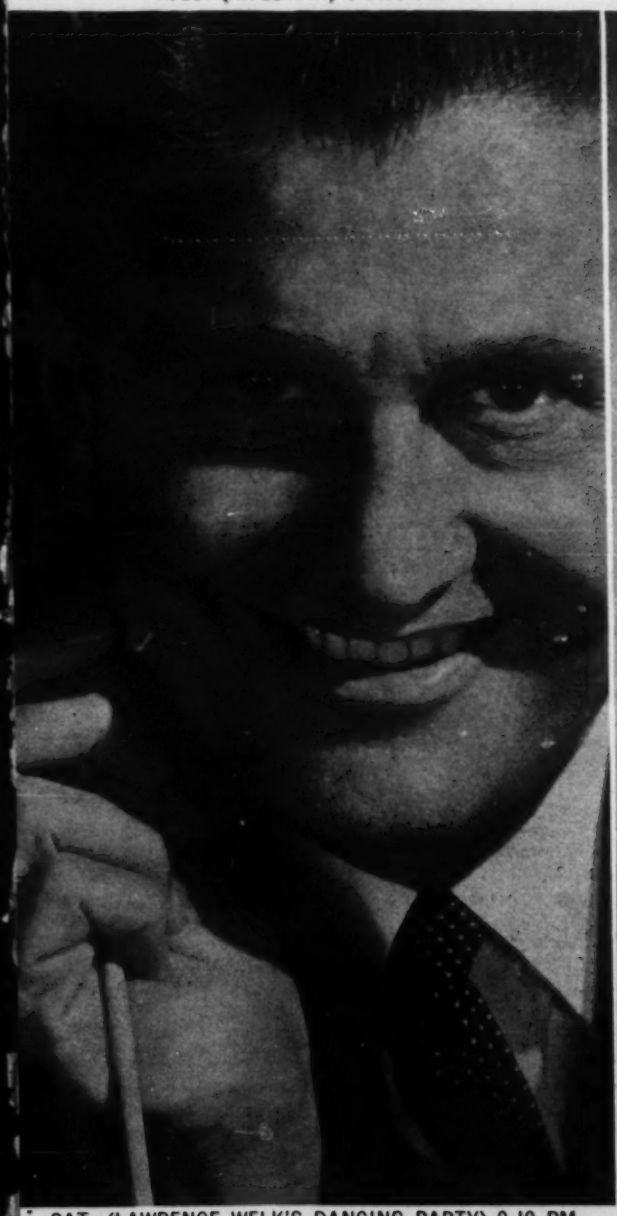
FRI. (77 SUNSET STRIP) 9-10 PM

SOURCE: NIELSEN 24-MARKET TV REPORT, WEEK ENDING APRIL 10, ALL SEVEN NIGHTS 8-10:30 PM, NYT.
*9-10:00 PM. †PROGRAM'S TIME PERIOD, 8-10:30 PM.

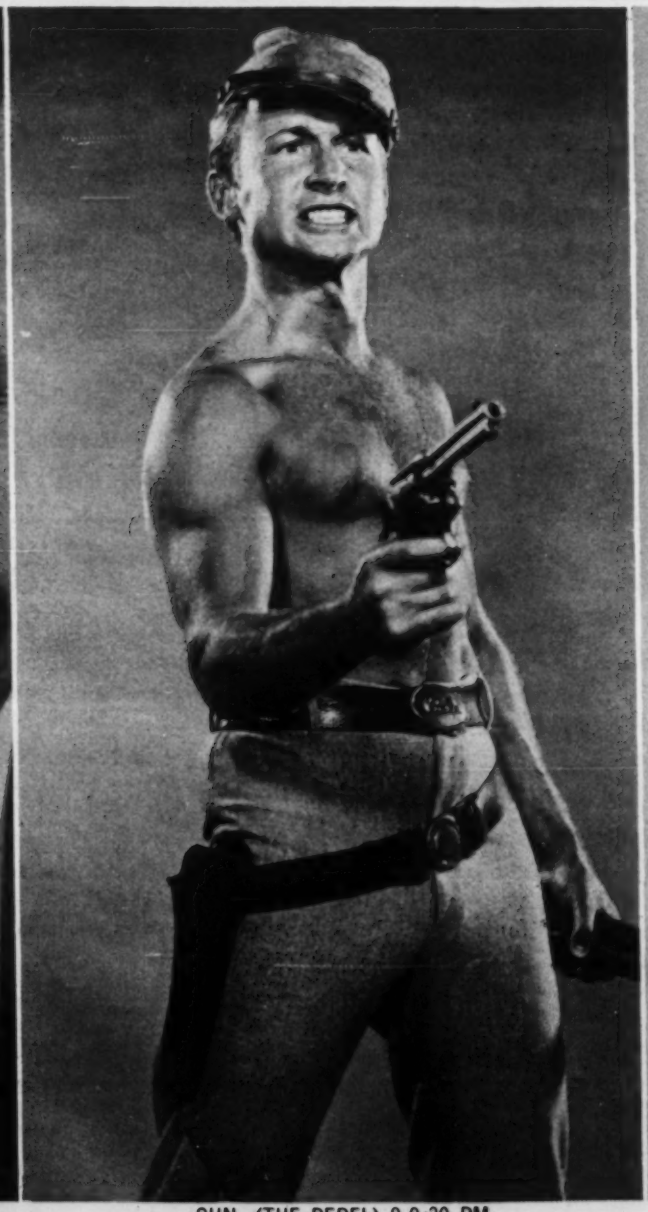
TUES. (RIFLEMAN) 9-9:30 PM

WED. (HAWAIIAN EYE) 9-10 PM

THURS. (THE UNTOUCHABLES) 9:30-10:30 PM



SAT. (LAWRENCE WELK'S DANCING PARTY) 9-10 PM



SUN. (THE REBEL) 9-9:30 PM

AND IT'S THE SAME KIND OF PROGRAMMING THAT MADE THESE ABC SHOWS FIRST!

MAVERICK
LAWMAN
WYATT EARP
REAL McCOYS
ROBERT TAYLOR STARRING IN THE DETECTIVES
WALT DISNEY PRESENTS

ABC TELEVISION

Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN**

Haraden Pratt

...for

using electronics to promote public welfare

Electronics will have increasing impact on public welfare during the '60s, thanks to technical developments planned and administered by Haraden Pratt, winner this year of IRE's much-coveted *Founders' Award*. Mr. Pratt, IRE Secretary and consulting engineer, has been cited "for outstanding contributions to the radio engineering profession." IRE is proud to honor him, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

For a share in the present, and a stake in the future, make your product NEWS in

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 3-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

ASK THE FOLKS WHO LIVE HERE

Earning audience respect is the surest method of earning audience response. This principle has served KOIN-TV well in maintaining its role as one of the nation's truly influential advertising media.

KOIN-TV standards reflect its attitude of service toward its audience, its clients and its industry. KOIN-TV has always adhered strictly to the Television Code of the NAB. As senior advertising agency principals know well, this strong sense of propriety and responsibility has characterized the KOIN operation for 35 years.

Confidence in KOIN-TV thoroughly covers a wide area* and produces the highest ratings . . . providing the finest sales setting for your product and services.

...ask anyone who lives here!

KOIN-TV
PORTLAND CHANNEL 6

One of the Nation's Great INFLUENCE Stations Represented Nationally by CBS-TV Spot Sales

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties.

Getting Personal

The Don O. Pyke collection of books on advertising was presented to the Pope Pius XII library in St. Louis by the Advertising Club of St. Louis in honor of the late **Mr. Pyke**, former ad and sales promotion manager for the Graham Paper Co. and former St. Louis adclub president . . .

Wed: **Russ Stewart**, vp of the newspaper division of Field Enterprises and general manager of the *Chicago Sun-Times*, and Mildred Bradford Norris, April 10 in Palm Desert, Cal. . . **John Lamoureux**, vp at Warwick Typographers, St. Louis, and **Lois Plowman**, assistant ad manager, Lammert Furniture Co., wed April 20 . . .

Milt Miller, vp and account supervisor of Royer and Roger, and a former Flying Tiger pilot with Lt. Gen. Claire Chennault's 14th Air Force outfit, flew to Formosa at the request of the Chinese Nationalist government for the unveiling of a statue of the late Lt. Gen. Chennault at Taipei April 14. During his stay, Mr. Miller was a guest of President Chiang Kai-Shek . . .

Lloyd Yoder, NBC vp and general manager of WNBQ (tv) and WMAQ (radio), Chicago, was named to Loyola University's citizens board, one of 25 Chicago area business and professional men appointed . . .

220-LB. CATCH—*Harry W. Chesley Jr., president of D'Arcy Advertising, St. Louis, and Mrs. Chesley show off the 220-lb. blue marlin he caught on their Bahamas holiday.*

Awards Lineup: Among those who will receive Missouri Honor Awards for Distinguished Service in Journalism at the University of Missouri school of journalism May 6 are **James S. Copley**, chairman of Copley Press, La Jolla, Cal.; **Cogwill Blair**, publisher of the *Globe*, Joplin, Mo.; **J. Russell Wiggins**, executive editor of the *Washington Post* and *Times-Herald* and president of the American Society of Newspaper Editors; **Cranston Williams**, ANPA general manager, and **David Brinkley** and **Chet Huntley**, of NBC's "Huntley-Brinkley Report." Honored newspaper at the awards ceremony was the *Wall Street Journal*, as distinguished financial publication with an interesting style of presenting business news. **Bernard Kilgore**, *Journal* president and editor, accepted the award . . .

At Stevenson Graphics, San Francisco, a new name was added to the door: Partner **Charlotte Workman**, who married **Charles Stevenson** March 7 . . .

Midwest Advertising Executives Assn. presented its Bentley-Midwest plaque for development of the best ad section or promotion idea to **Jack S. Campbell**, *Shreveport Times* and *Journal* . . .

Associated Men's Wear Retailers of New York selected **Alvin Austin**, director of the Father's Day Council, as the Man of the Year and presented the trophy at the association's Silver Anniversary dinner April 24 . . .

Harry C. Phibbs, president of Phibbs Advertising Co., an advertising senior citizen, has published "Hodge Podge," a portfolio of oils he painted from sketches and memories of his years in Dublin . . .

"Lady Loverley's Chatter," a pictorial parody of you-know-what, was published April 11 by the Macaulay Co.—its author is **Warren Watwood**, copywriter for Cunningham & Walsh, New York. The book combines passages from the Lawrence novel with stills from silent films . . .

At the 27th annual gala night of the Metropolitan Motion Picture Club, a group of New York amateur cinematographers, the work of two agency men was featured on the program. **Sanford Semel**, director of tv commercials at Mogul Williams & Saylor, was represented by his film, "The Fever," while **Jerry Wesson**, account exec at Pike & Becker, and his wife, Jen, were represented by their tugboat film, "Carol Moran" . . .

Ernie Grantvedt, western manager of *Industrial Distribution*, is starting his 37th consecutive year with McGraw-Hill . . . **Peter Thornton**, publicity director of KDKA-TV, Pittsburgh, has won the top prize in the National Variety Club promotion contest. His prize, an all-expense paid trip to the Toronto convention, has been donated to Variety Club Tent No. 1 in Pittsburgh . . .

Fran Hittleman, in the research department of Benton & Bowles, is engaged to **Lionel Schaen**, head time buyer of C. J. LaRoche . . .

Fred Harm, vp and general manager of WJJD, Chicago, is one of the newly elected board members of Chicago's USO . . .

A son, their second child, was born April 8 to Mr. and Mrs. **Craig Fisher**. Father is associate producer of CBS-TV's "Woman" series . . .

Howard Gray, ad manager for R. J. Reynolds Tobacco Co., Winston Salem, N. C., has been named chairman of the radio-tv committee for the 1960 United Fund and Community Chest campaign . . . **J. Warren McClure** co-publisher and business manager of *The Free Press*, Burlington, Vt., is teaching a course, "Modern Principles of Advertising," at Burlington's Champlain College . . .

Compton vp **James Kelly**, author of "The Insider," which described advertising as a sleazy world of "pitiless exploitation, savage manipulation, devoid of decency and humor" (AA's review, Oct. 27, 1958), changed hats April 13 as principal speaker at the Sports for Fitness Forum conducted by the President's Council on Youth Fitness. His thesis that day: Eight rules for total fitness of body, mind and spirit. Mr. Kelly has another novel, "Music from Another Room," to be published this year by Harpers . . .

Why are so many important people reading Nation's Business?

(Senators, for example)

Senator Vance Hartke, (*Democrat, Indiana*) —who cited NATION'S BUSINESS "*Let's Take the Brakes Off Growth*" *article in support of two bills he introduced proposing removal of certain limitations in the present Social Security Laws.*

* * *

If there were one word that characterized the editorial content of NATION'S BUSINESS, it would be *usefulness*.

Senator Hartke—and many other legislators—find the magazine's articles not only interesting, but reasoned, solidly factual, and useful indications of the way business is thinking about national and local community issues, about world and national political trends and about legislation . . . as well as about the course of business itself.

NATION'S BUSINESS editorial province is the whole lively, exciting field its title suggests—with emphasis on Washington, national and community issues affecting business, management leadership in business.

It provides a useful look ahead at the business scene each month for some 750,000 presidents, owners, partners and other top executives in more than 500,000 business firms of every size across the country.

Through its advertising pages, you can build a favorable corporate image for your company . . . create acceptance for its products . . . announce new policies and products . . . or produce leads and make direct sales or business calls on more of the nation's businessmen than you can reach with any other management magazine.

Nation's Business

FUTURE OF THE WORLD

YOU ADVERTISE IN NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS,
711 THIRD AVENUE, NEW YORK 17, N. Y.

How to influence management decisions...

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective ... selective ... economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising. And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act.

The following facts show clearly how DUN'S REVIEW and Modern Industry can help your advertising dollars work harder by providing concentration and dominance on the major decision-makers at the heart of America's industrial and business market.

1. THE RIGHT EDITORIAL ATMOSPHERE

Business advertising has the best chance of being seen and acted upon when prospects are reading and thinking about business.

DUN'S REVIEW stimulates reader interest in modernization and improvement in all phases of business operation: executive methods, production, product development, marketing, employer relations, finance, business conditions, and government policy. Authority of editorial coverage establishes a highly receptive atmosphere for product and corporate advertising.

2. READERSHIP AMONG THE RIGHT PEOPLE

The circulation of DUN'S REVIEW represents an unmatched audience for those who sell products or services to business and industry.

- Over 50,000 readers are Presidents.
- Over 88,000 readers are in top management.
- Almost three-quarters of the readers have the title of General Manager or higher.
- Total paid circulation is 117,500.
- Pass-along readership boosts total audience to 300,000.

3. READERSHIP IN THE RIGHT PLACES

DUN'S REVIEW concentrates advertising on your best prospects.

- 60 per cent of the readers are in Manufacturing or other Industry.
- 35 per cent are in Distribution, Finance, and Service.
- Over half of the companies reached do $1,000,000 or more in sales annually.
- Circulation includes eight out of every ten manufacturers worth $1,000,000 or more.

4. THE RIGHT PROGRAM COSTS

Management advertising in DUN'S REVIEW logically extends and complements sound trade paper advertising. Yet, while adding important management coverage, it costs little more than advertising in any good trade paper.

DUN'S REVIEW also provides economical coverage of top management without the prohibitive cost of broad circulation newsweeklies. Management advertising is strictly on its target in the pages of DUN'S REVIEW.

Impressive advertising programs are possible in DUN'S REVIEW. And these programs get results . . . economically.

5. THE RIGHT VALUES FOR CORPORATE-FINANCIAL ADVERTISING

DUN'S REVIEW readers have an average income of $27,015 placing them among the very best prospects for personal investment. 75 per cent of the magazine's readers own stocks and/or bonds.

Corporate pension plans are accumulating potential investment money in the "billions" every year. 42 per cent of the companies reached by DUN'S REVIEW have pension plans whose funds represent a major reservoir of investment dollars. 63 per cent of the readers have a voice in company investment policy.

Institutions represent a major investment factor. 45 per cent of DUN'S REVIEW readers are members of the governing bodies of schools, hospitals, churches, or community government.

Banks, Finance, and Insurance companies are prime objectives for the Corporate-Financial advertiser. Over 7,000 DUN'S REVIEW readers are key management people in these firms.

To influence a business decision tell the decision-makers who read

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

ABC AUDITED PAID CIRCULATION

Forecasters Missed Compact Car Boom, Mills Tells Adcrafters

DETROIT, April 26—Market forecasters failed to predict the present consumer acceptance of compact cars, according to Ben D. Mills, vp and head of the Lincoln-Mercury division of Ford Motor Co.

"In 1955, when the 1958 cars were on the drawing boards, there was no indication that imports and compacts would be so popular," he told the Adcraft Club of Detroit.

"We had no tools sensitive enough to sense the drift and chart the gathering storm," he told the group. "The antennae of economists, market researchers, motivational researchers and executives old and young alike were all too short and inadequate. Those who claimed the most proved least."

Mr. Mills said the auto industry has come a long way since the soul-searching of 1958, when the decision to go ahead with compacts was reached, but it still doesn't claim to know all the answers about market research.

■ The success of all compact cars gives an indication of the way the market is headed, according to Mr. Mills. But the industry now is planning cars that won't hit the showroom floor for three years.

"We will give the brass ring to anyone who can tell us what kind of automobile Mr. and Mrs. America will be buying in 1965," Mr. Mills said. "We would very much like to be selling that automobile." #

American Enka to Creamer

American Enka Corp. has appointed Creamer, Trowbridge & Case, Providence, R. I., to handle national and foreign advertising for its William Brand-Rex division, Concord, Mass. Brand-Rex manufactures wire, cable and insulating materials.

Structo Names Lofquist

Gordon B. Lofquist has been named director of marketing of Structo Mfg. Co., Freeport, Ill., maker of toys and outdoor cooking equipment. He formerly was toy and hobby equipment buyer at Montgomery Ward & Co., Chicago.

HUMOR—*Old Kent Bank injects humor in its newspaper campaign with weekly cartoons by Phil Interlandi.*

Drama, Humor Help Stretch Bank's Ad Budget in Humanizing Promotion

GRAND RAPIDS, MICH., April 26—Since banks are savings institutions, it is perhaps not unexpected that the Old Kent Bank & Trust Co. and its agency, Aves, Shaw & Ring, have worked hard to develop ways to stretch its advertising dollars.

The problem was centered around production costs for newspaper advertising in the *Grand Rapids Press*. From a total newspaper budget of about $27,000 (representing approximately 20% of the bank's annual ad expenditure), the agency limited production costs to $8,000. This included costs of layout, finished art, type, assembly and engraving.

■ The theme selected for the current campaign was "people's interest in other people, especially in situations that would create reader involvement," the agency said. "Human interest photographs seemed most natural, but good photography, talented directing and experienced models all come high."

Instead the agency searched through trade magazines, art annuals, publisher's advertising and other regional or limited publications not likely to be seen by local residents.

When a dramatic photograph was found, the agency's creative team then considered how it could be used to visualize a bank service. When the agency felt it had a good story to build around the picture, permission to use it was sought from the original source.

■ To augment this series of ads, the agency commissioned cartoonist Phil Interlandi, Laguna Beach, Cal., to do a series of cartoons depicting the lighter side of banking.

The object here was to "deliberately 'kid' banking—and thereby reflect the friendly attitude of an institution human enough to enjoy a joke on itself," according to Aves, Shaw.

Since the cartoons were simply headlined "The Lighter Side by Old Kent," with no logotype or other formalized elements, they were engraved as received with no other production costs involved.

■ Another series of ads features photos of citizens who have undertaken community welfare responsibilities, with Old Kent "echoing the thanks of the entire community as we acknowledge the services of these public spirited citizens."

Old Kent has about 70 ads scheduled in the *Press* this year, including a series of 26 cartoons. The ads run about every other week—less frequently during the summer. #

'Forum' Shifts Salter

Architectural Forum has shifted Willard C. Salter from Pittsburgh advertising manager to New York ad sales manager, a post vacant at the magazine for some time. Mr. Salter will remain responsible for the Pittsburgh territory while assuming his new duties.

Barr Joins Baker Agency

H. Robert Barr, formerly research manager at the *Seattle Times*, has been named research director of Frederick E. Baker & Associates, Seattle. He succeeds W. S. Doyle Jr., who was named president of Doyle Canning Co., Yakima, Wash.

Dunnell Joins Potts-Woodbury

Ransom Dunnell has joined Potts-Woodbury, Kansas City, as director of the radio-television department. He formerly was a director of radio and tv of Reach, McClinton & Co., New York.

Anderson-Nichols to Meissner

Anderson-Nichols & Co., Boston, architectural engineering company, has appointed Meissner & Co., Boston, to handle its advertising and public relations.

United Control Names Hertzler

United Control Corp., Seattle, has appointed Robert L. Hertzler advertising manager. Mr. Hertzler has been a member of the United Control sales staff for seven years.

Utica Uniform Names Rumrill

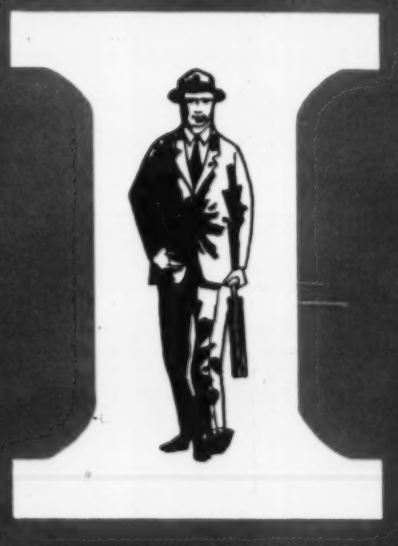
Utica Uniform Co., Utica, N. Y., manufacturer of postmen's uniforms, has appointed Rumrill Co., Rochester, to handle its advertising.

- DELIVERING THE HEART OF THE MADISON RETAIL MARKET
- TOPS IN PROGRAMMING
- NBC ('Nuff said)
- REACHING THE METRO AREA AT THE LOWEST COST PER THOUSAND

WM-TV
MADISON, WISCONSIN

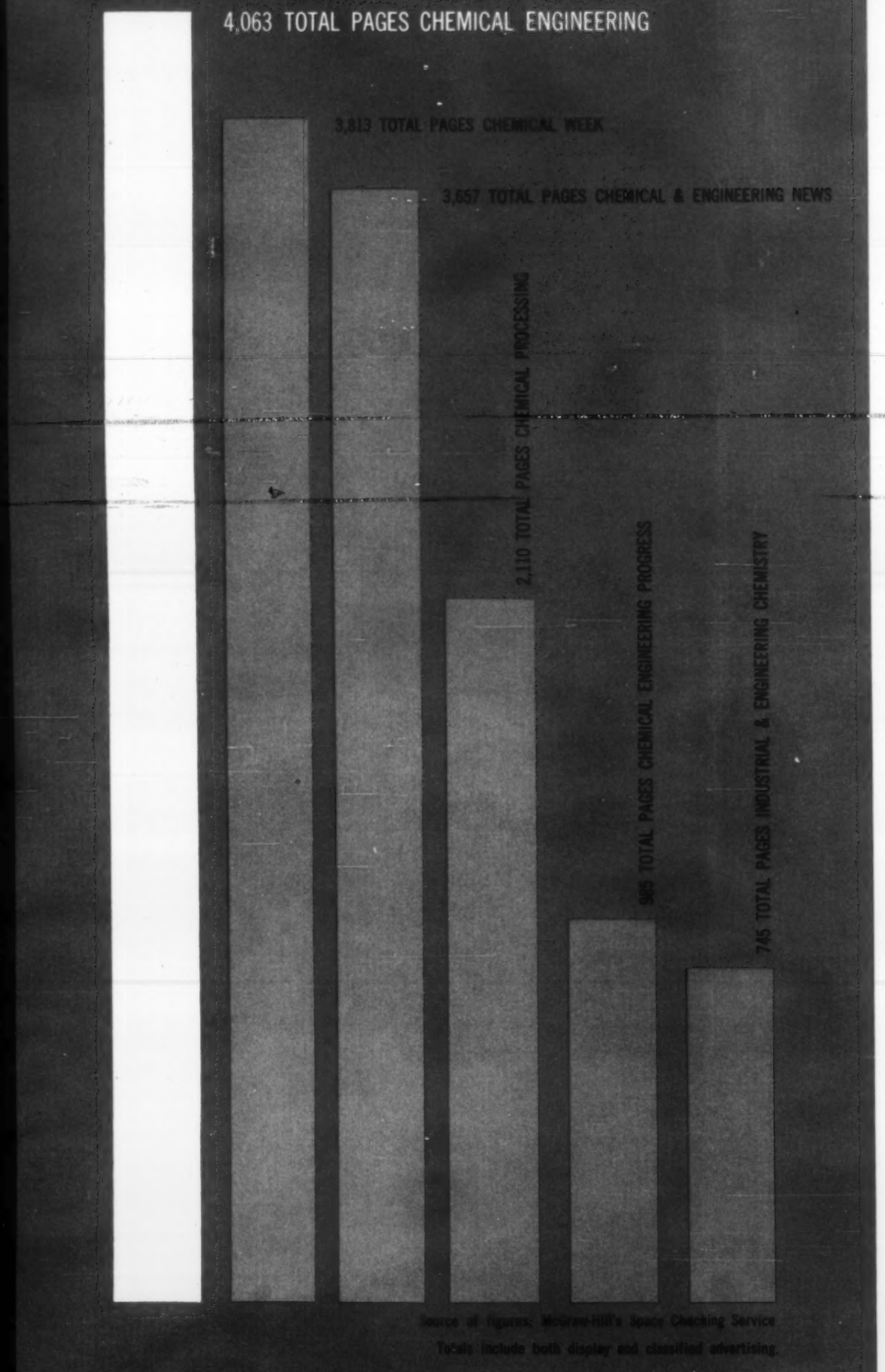
one of the FORWARD GROUP
KGLO · KGLO-TV · WMT-TV · KHQA-TV · WTAD

See Branham Co.
National Representatives



am your Chemical Engineering space representative. My fellow salesmen join me in thanking you, and the hundreds of other decision-makers (and the dispassionate advertising counsel) of 1,091 companies aggressively selling the Chemical Process Industries, for entrusting 4,063 pages of advertising to this one publication in 1959...confirming its leadership among all CPI magazines for the 57th consecutive year. Here follows the rundown of a remarkable publishing record, for any field — business or consumer. An achievement that your "net good judgment" has made possible...

leadership:


4,063 TOTAL PAGES CHEMICAL ENGINEERING
3,813 TOTAL PAGES CHEMICAL WEEK
3,657 TOTAL PAGES CHEMICAL & ENGINEERING NEWS
2,110 TOTAL PAGES CHEMICAL PROCESSING
985 TOTAL PAGES CHEMICAL ENGINEERING PROGRESS
745 TOTAL PAGES INDUSTRIAL & ENGINEERING CHEMISTRY

Source of figures: McGraw-Hill's Space Checking Service
Totals include both display and classified advertising

Behind the figures, this inescapable fact . . .

LAST YEAR you not only put more advertising pages to work in CHEMICAL ENGINEERING than in any CPI contemporary . . . you actually enhanced its leadership by some 290 pages, a gain of 7.68% over 1958. This, mind you, while three other CPI publications were registering losses for the second consecutive year.

What better example of how much advertising leadership owes to your "net good judgment". . . multiple minds, painstakingly gathering the facts and the figures, patiently probing the substance behind the statistics, willingly weighing values. For what has been going on here at CE for 57 running years represents a cumulative capital investment on your part of many millions of dollars.

Our responsibility to you is enormous. We accept it. And acknowledge our obligation to re-invest a rightful share of your advertising dollar in ever-vigilant editorial service to the chemical engineer . . . he who is your prime customer as he is ours.

"*The whole is the sum of the strength of its parts.*" So, for your even greater personal interest, on the following pages we dissect total advertising leadership in terms of CHEMICAL ENGINEERING's command of specific product categories, by pages and by accounts. Read on . . .

ELECTRICAL EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
327.02	229.94	70.3%

All CPI Accounts	CE	CE's Share of Total Accounts
193	59	48.6%

HEAT TRANSFER & TOWER EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
323.95	149.24	46.1%

All CPI Accounts	CE	CE's Share of Total Accounts
148	47	31.8%

MEASUREMENT & CONTROL INSTRUMENTS

All CPI Pages	CE	CE's Share of Total Pages
911.19	303.59	33.3%

All CPI Accounts	CE	CE's Share of Total Accounts
448	107	23.9%

LIQUID, GAS & AIR HANDLING EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
1,983.18	951.83	48.0%

All CPI Accounts	CE	CE's Share of Total Accounts
633	226	35.7%

CHEMICAL REACTION EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
689.75	248.77	36.1%

All CPI Accounts	CE	CE's Share of Total Accounts
302	86	28.5%

DISINTEGRATING EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
153.18	73.30	47.9%

All CPI Accounts	CE	CE's Share of Total Accounts
99	34	34.3%

DRY SEPARATION EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
200.53	92.32	46.1%

All CPI Accounts	CE	CE's Share of Total Accounts
110	32	29.1%

DRYERS, KILNS, OVENS

All CPI Pages	CE	CE's Share of Total Pages
289.70	136.44	47.1%

All CPI Accounts	CE	CE's Share of Total Accounts
119	42	35.3%

REFRIGERATION & AIR CONDITIONING EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
77.64	38.62	49.8%

All CPI Accounts	CE	CE's Share of Total Accounts
55	21	38.2%

POWER TRANSMISSION EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
77.48	39.49	50.9%

All CPI Accounts	CE	CE's Share of Total Accounts
45	23	51.1%

MATERIALS OF CONSTRUCTION

All CPI Pages	CE	CE's Share of Total Pages
992.6	448.19	45.2%

All CPI Accounts	CE	CE's Share of Total Accounts
317	108	34.1%

PLASTICS

All CPI Pages	CE	CE's Share of Total Pages
52.86	23.17	43.9%

All CPI Accounts	CE	CE's Share of Total Accounts
39	13	33.3%

MIXING EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
265.78	113.88	42.8%

All CPI Accounts	CE	CE's Share of Total Accounts
101	28	27.7%

...in 1959 Chemical Engineering carried **44%** of all CPI equipment ad pages.

STEAM & POWER GENERATING EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
191.01	121.76	63.7%

All CPI Accounts	CE	CE's Share of Total Accounts
58	32	55.2%

WET SEPARATION EQUIPMENT

All CPI Pages	CE	CE's Share of Total Pages
557.59	203.78	36.5%

All CPI Accounts	CE	CE's Share of Total Accounts
191	55	28.8%

Source of figures: McGraw-Hill's Space Checking Service

concentration:

213 accounts ...or 12.4% of all CPI advertisers, used 1023 pages last year in Chemical Engineering exclusively

(. . . or as Don Gridley, CE's new Advertising Sales Manager, defines it, "The strong attract the strong.")

STRONG ADVERTISERS and strong media grow *together*. Your company and CHEMICAL ENGINEERING, for instance.

Perhaps what is most significant in this publication's progress is the increasing number of sales and advertising executives who are compacting their power . . . concentrating their entire CPI space programs here in CE. Better than 1-out-of-every-4 pages we carried last year was *exclusive*, appeared no place else.

Is investing ad dollars in "concentration" more profitable than spending for additional "coverage"? To the 213 advertisers who counted completely on CHEMICAL ENGINEERING to carry the load last year, it apparently is. To say nothing of the hundreds more who bulked the best part of their ad schedules in this book, and found their sales interests were well looked after.

But it's even simpler than that. Because literally, you can concentrate in CE with little (if any) sacrifice of significant coverage. Conspicuously, this one magazine's selective, all-paid ABC circulation covers more than enough major plants in all branches of the CPI, and more than enough engineers in all functions vital to you . . . *administration, production and plant operations, research and development, design and construction, purchasing and sales.* There are more worthwhile prospects reach-able, sell-able for you right here, reading this magazine every-other-Monday than you'll ever need . . . than you ever dreamed of selling.

CHEMICAL ENGINEERING is, in itself, a market. Don't deny yourself the privilege of scrutinizing all CPI publications, but don't forget, either, that . . . *advertising goes where advertising pays.*

Don Gridley

ADVERTISING SALES MANAGER

give and take:

EARLIER IN THIS REPORT we said . . . "Our responsibility to you is enormous. We accept it. And acknowledge our obligation to re-invest a rightful share of your advertising dollars in ever-vigilant editorial service to the chemical engineer . . . he who is your prime customer as he is ours." After all, it's in this editorial climate that your advertising works its sales-making wonders.

All right. But there's something else we spend your money for. As a CE-advertiser you already know about it, but we want it on the record. We're proud of it. This: *Chemical Engineering is also the CPI leader in Advertiser-Agency Service.*

Our continuing marketing-research program is sizeable . . . considerably larger than all other non-McGraw-Hill publications in this market combined. There is authoritative, specific help here for the marketer of practically any CPI-used product, whatever his size . . . able counsel, conscientiously given, no strings attached.

Just a few of these services and studies are included at the right. Request any that may be of interest. Adjacent is your CE-representative. Ask him to call on you with this material. In his able hands, you'll find it even more helpful.

Chemical Engineering

A McGraw-Hill Publication 330 West 42d St., New York 36, N. Y.

ASK YOUR CE REPRESENTATIVE FOR THIS MARKETING MATERIAL

THE CPI—1958 CENSUS OF PLANTS AND EMPLOYEES . . . 136-page booklet gives detailed data on distribution of plants and employees in the CPI by four-digit SIC codes; data is broken down by industries into state and metropolitan area groupings. Based on the 1958 McGraw-Hill Census of Manufacturers.

BLUEPRINT FOR SELLING . . . Six-booklet presentation helps manufacturers learn if their products can be sold to the CPI; tells them how big the market is and where to find it; helps them develop selling plans and advertising campaigns and tells them how to advertise effectively to sell the market.

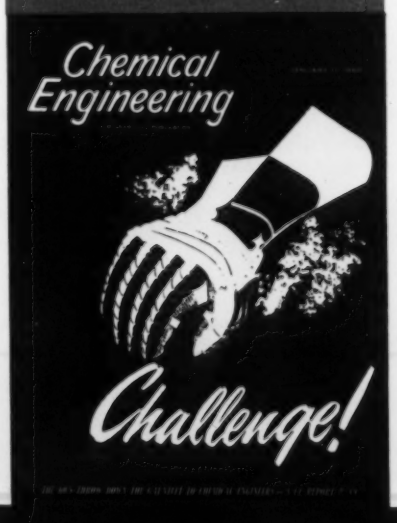
THE CHALLENGE OF THE '60's . . . Outlines the factors which will affect the CPI market in the decade ahead; The Challenge of Rising Living Standards, The Challenge From Abroad, The Challenge of Rising Costs.

THE CHEMISTRY OF PROFITS . . . Illustrated 36-page booklet shows the role of the chemical engineer in buying chemicals and raw materials for processing operations. Details what buying information he needs.

CONSULTING ENGINEERS AND CONSTRUCTION FIRMS SERVING THE CPI . . . Revised list of over 300 consulting engineers and construction firms that offer engineering services to the CPI.

CHEMICALS FROM PETROLEUM . . . A guided tour through petrochemicals. 18-page report tells what route to take to go from product to product, where to get process know-how.

SOURCES OF STATISTICAL INFORMATION . . . Handy reference guide tells where to look for market figures. Compiled by McGraw-Hill's Dept. of Economics.



ATLANTA 3; W. O. Crank
1301 Rhodes-Haverty Building
JAckson 3-6951

BOSTON 16; A. S. Reed
350 Park Square Building
HUbbard 2-7160

CHICAGO 11; J. M. Rodger, Jr.
520 North Michigan Avenue
MOhawk 4-5800

CLEVELAND 13; L. J. Biel
55 Public Square
SUperior 1-7000

DALLAS 1; R. T. Wood
Vaughn Building, 1712 Commerce Street
RIverside 7-5117

DENVER 2; J. W. Patten
Tower Building, 1700 Broadway
ALpine 5-2981

DETROIT 26; C. M. Crowe, Jr.
856 Penobscot Building
WOodward 2-1793

FRANKFURT/MAIN; Stan Kimes
85 Westendstrasse
Frankfurt 23648

GENEVA; M. R. Zeynel
2 Place du Port

LONDON EC 4; E. E. Schirmer,
E. S. Murphy, Jr.
95 Farringdon Street

LOS ANGELES 17; John Uphoff
1125 W. Sixth Street
HUntley 2-5450

NEW YORK 36; J. R. Emery,
R. G. Frederick
A. L. Gregory
500 Fifth Avenue
OXford 5-5959

PHILADELPHIA 3; E. M. Schellenger
6 Penn Center Plaza
LOcust 8-4330

PITTSBURGH 22; G. S. Ryan
1111 Oliver Building
EXpress 1-1314

SAN FRANCISCO 4; S. B. Hubbard
68 Post Street
DOuglas 2-4600

ST. LOUIS 8; J. M. Rodger, Jr.
3615 Olive Street
JEfferson 5-4867

Campbell Promotes Ladle Premium for June Bride Season

CAMDEN, April 26—A special marketing effort for the month of May, in preparation for the June bridal season, has been planned by Campbell Soup Co.

The project, which has been pre-tested by the company, features a premium offer through which consumers can obtain a silver-plated, guaranteed soup ladle from a leading silversmith in exchange for $1 and the label from one of Campbell's five newest soups—old-fashioned tomato rice, cream of vegetable, minestrone, turkey noodle, and chicken vegetable.

A four-color ad featuring each of the soups being served with the

soup ladle appeared in *This Week Magazine* (April 17) and *Parade* (April 24) and is appearing in the May issues of *American Home* and *Ladies' Home Journal*.

In addition, the company is featuring the promotion on its network television shows.

The long-handled ladle is designed and produced by the 113-year-old Philadelphia firm of Bailey Banks & Biddle Co. It is an adaptation of one of Paul Revere's solid silver ladles in the Boston Museum of Fine Arts.

■ For a decade, Campbell marketing men have been searching for a suitable ladle that could be produced economically enough to be used as a premium. After many contacts, the company was about ready to give up when an official met a Bailey Banks & Biddle representative at an informal Philadelphia luncheon. Casually, the Campbell executive asked his neighbor whether it was possible to produce 1,000,000 or more fine soup ladles at a reasonable price.

The silversmith representative asked for time to study it. The answer was found in combining the efforts of craftsmen and industrial engineers to mass produce the ladle.

Batten, Barton, Durstine & Osborn is the agency. #

Gamble-Skogmo Names Three

Gamble-Skogmo, Minneapolis, has appointed Carl C. Raugust exec vp and P. C. Fikkan vp. At the same time G. S. Younger was appointed vp of sales. Mr. Raugust was formerly vp in charge of merchandising, and Mr. Fikkan, who joined Gamble-Skogmo in 1934, is regional manager of the company's northern region. Mr. Younger, who joined the company in 1934, formerly was general sales manager.

Kodiak Names Cook, Smith

Kodiak Mfg. Co., North Haven, Conn., has appointed Cook, Smith & Colwell, Orange, Conn., to handle its national advertising. Kodiak products include gunstocks, rifle barrels, barreled rifle actions and shooting accessories.

ANA Survey Asks Business Paper Merchandising Data

Two committees of the Assn. of National Advertisers—the business paper and business paper publishers committees—have joined in a survey of business publication merchandising services.

A three-page questionnaire sent to major business publications asks information on the type and extent of merchandising help offered. Data will then be circulated to ANA members, who will be asked to give their appraisals of the relative importance of the several types.

General Mills Mix Bows

General Mills will introduce its new Betty Crocker lemon fluff frosting mix with color pages in *Parade*, *This Week Magazine* and independent Sunday supplements, plus color pages in June issues of *Better Homes & Gardens*, *Everywoman's Family Circle*, *Ladies' Home Journal* and *Woman's Day*. Five-cent coupons good toward purchase of the new product are being packed in other Betty Crocker frosting mix boxes. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.

Needham, Louis Adds Three

Jack W. Copher and Robert C. Lash have joined Needham, Louis & Brorby, Chicago, as account executives, and Gerald Eckhart has joined the agency as marketing supervisor. Mr. Copher formerly was with Toni Co. and Armour & Co.; Mr. Lash previously was an account executive with Western Advertising, Chicago. Mr. Eckhart formerly worked for Toni Co. and A. C. Nielsen Co.

BE THE FIRST TO TELL YOUR MEDIA MAN

There's a new market to be tapped. Because of the accelerating increase of people over 65, construction and operation of nursing homes and homes for the aging is now one of the nation's fastest growing industries. (4-month growth: 502 homes at an estimated total cost of $278 million)

Learn the dimensions of this market in our B P R D ad or by writing to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

are YOU growing with Denver?

Find out how well you're keeping pace in the nation's 3rd fastest growing major market with

The Denver Post's 1960 Consumer Analysis

Accurate, up-to-the minute information about:

- BRAND PREFERENCES
- FAMILY BUYING HABITS
- STORE DISTRIBUTION

Categories include:

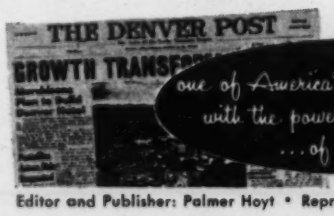
- FOODS • COSMETICS AND TOILETRIES
- SOAP PRODUCTS • CIGARETTES • BEVERAGES
- APPLIANCES • AUTOMOTIVE PRODUCTS

This helpful 140 page marketing guide is based on 3,350 interviews in the Denver ABC City Zone. Get your copy by writing on your business stationery to NATIONAL ADVERTISING MANAGER, THE DENVER POST, DENVER 1, COLORADO—or ask the nearest office of Moloney, Regan & Schmitt, Inc.

CIRCULATION

Evening, except Saturday	256,513
Sunday	338,263
Empire Magazine and Comics	362,040

A. B. C. Publisher's Statement September 30, 1959



one of America's Great Newspapers with the power to move mountains ...of merchandise

Editor and Publisher: Palmer Hoyt • Represented nationally by Moloney, Regan & Schmitt, Inc.

FEATURE

THE KEY TO

MASS COMMUNICATION

Send for a copy of FEATURE Magazine — America's prime publicity medium. It reaches all leading U.S. editors with your publicity feature stories.

CENTRAL FEATURE NEWS INC.
1475 BROADWAY, LO 4-3123

This Week in Washington . . .

Sen. Yarborough Joins Rep. Harris as Gadfly of Broadcasting Industry

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 28—If the radio-tv industry thinks the Washington storm has passed, there is ample evidence this week that it is kidding itself.

On the House side, Rep. Oren Harris (D., Ark.) is moving quietly ahead with preparations for some important toughening of the Communications Act.

Over in the Senate, a new subcommittee is being organized which will keep the FCC and the broadcasters busy.

Details of the Harris bill are being negotiated behind the scenes. It will go beyond quiz shows and payola to include a crackdown on the milder forms of trafficking in licenses, stiff fines for broadcasters who commit minor offenses, and more opportunity for the public to get in its licks when a license is up for renewal.

Under the arrangements now being explored, the Harris proposals would be tacked onto S.1898, an important procedural bill already approved by the Senate. Strategy calls for an understanding with the Senate committee on interstate and foreign commerce, so that the bill can go to the White House without hearings on the Senate side.

■ There's some consolation for broadcasters. The most controversial proposals, including licensing of networks and really tough limitations on trafficking in licenses, are abandoned for this year. Also, there will be some relaxation of FCC's "disclosure" rule, requiring announcement whenever a free prop or record is used.

But on the Senate side, the industry got storm warnings about a new subcommittee of the Senate interstate and foreign commerce committee, which has just been appointed, under the chairmanship of Sen. Ralph Yarborough (D., Tex.). It is envisioned as a watchdog to help politicians who have trouble getting "equal time" on the air. At a session of the parent committee yesterday, senators from both parties made it clear they expect Sen. Yarborough to blossom out into the whole area of public service programming—and see that the FCC gives broadcasters some instructions they can't shrug off.

■ For two years now, the Senate committee on interstate and foreign commerce has been on the sidelines while Rep. Harris has dug for signs of incompetence at FCC. In the Yarborough subcommittee, the senators have a vehicle which will be used to regain the initiative.

Yesterday, when Commissioner Robert E. Lee was before the committee for a hearing on his reappointment, all the commission's sins came home to roost—upon him. For example, Sen. Gale McGee (D., Wyo.) had a chance to complain about lack of FCC action on low power tv boosters, vital to people in remote parts of his state.

"How'd you like it," he asked Commissioner Lee, "if we postponed action on your nomination the way you postpone action on our boosters?"

There was little in the 90-minute grilling that had a greater bearing on the Lee nomination. It was all by way of notice that the senators are ready to reassert their prerogatives when it comes to telling how FCC is to be operated.

■ Sen. Warren Magnuson (D., Wash.) seized the opportunity to make it clear that he feels no responsibility for FCC's midadventures. "Congress is too busy to keep its eyes on the broadcasters," he told Mr. Lee. "If you lacked authority or money to do your job, it was up to you to come to us."

He said he feels FCC gets mixed up in "webs of its own making." He's also chairman of the appropriations subcommittee which handles FCC's funds. "When you come before us two weeks from now," he snapped, "don't hesitate to let us know if you need more money."

Another who feels no responsibility for the past is Sen. John Pastore (D., R. I.), chairman of the subcommittee on communications. He recalled that the payola situation had been disclosed during ASCAP-BMI hearings he held in 1958. Mr. Lee could only shrug when Sen. Pastore asked why there was no action after he sent the record of that hearing to FCC and the Department of Justice.

"It didn't become important," Sen. Pastore snorted, "until after the quiz show situation put a spotlight on the industry."

■ The full potential of the Yarborough subcommittee seemed to be dawning on senators as the hearing proceeded.

First there was a discussion of political programming, touched off when Sen. McGee noted that a commissioner (John S. Cross) told broadcasters they are not obliged to sell time to any politician.

"If that's the law," said Sen. Pastore, "then we ought to change it."

Sen. Yarborough asked about a situation in Waco, Tex., where FCC permitted a station to keep its weather man on the air, though he was a candidate in a political campaign, and did not require equal exposure for his rival. "If that's your standard of fairness," he told Mr. Lee, "then my subcommittee has its work cut out for it."

If Commissioner Lee expected protection from Republicans, he was in for a disappointment. The need for access to tv cameras and microphones crosses party lines.

"I had doubts about this Yarborough subcommittee," said Sen. Thruston Morton (R., Ky.), the Republican national chairman, "but now I am convinced it has a job to do." Sen. Andrew Schoeppel (R., Kans.), ranking Republican on the interstate commerce committee, termed the Waco situation a "subterfuge" which should not be allowed.

■ The discussion soon shifted to broader fields of public service, with Mr. Lee admitting that FCC questions the wisdom of a single standard fixing a definite minimum amount of public service programming which stations are expected to carry.

When he contended that needs vary from community to community, Sen. Norris Cotton (R., N. H.) bristled: "Are you saying some communities are more ignorant than others?"

Mr. Lee explained the need was influenced by such factors as the number of stations, rural vs. urban, etc., but the senator merely quipped: "'Which needs it most, urban or rural?"

Sen. A. S. (Mike) Monroney (D., Okla.) joined the fray by pointing out that FCC's only existing standard on public service responsibilities, its 1946 "Blue Book," is out of print. "Public service requirements ought to be in neon, on Page 1 of their rules," he contended.

At one point Sen. Yarborough told Commissioner Lee, "There has been so little regulation that broadcasters are beginning to think they own the airways, with the same property rights as newspaper publishers. FCC ought to reassert the public's ownership."

■ In the course of the discussion of public service requirements, Sen. Yarborough declared, "I want some requirements specified by the commission." Sen. Magnuson added: "The commission should not be concerned with the type of public service, but it should specify the amount."

Even Mr. Lee's candor and humor failed to stem the barrage, but he held his ground gamely when matters of principle were involved. On the Waco weather man, he promised to send Sen. Pastore a brief. "You may want to change the law," he explained.

On those tv boosters for the West, Mr. Lee drew a firm line. He's against approving them now, because he thinks such action would delay the inevitable transfer of tv to the uhf band.

He was asked what he would do if Westerners installed boosters in defiance of the commission, and then sent their senators down to defend them.

■ "In my delicate situation," Mr. Lee chuckled, in response to Sen. McGee, "When you say, 'Jump,' I guess I reply, 'How high'?" #

HARDWARE WEEK 1960

another reason why
HARDWARE RETAILER
is the most potent
space in its field

This exciting 4-color ad spectacular in *The Saturday Evening Post* is the first of its kind in the hardware field. It kicks off Hardware Week, most powerful retail promotion in the industry.

Dealers read about Hardware Week . . . like all other industry leadership activities . . . *first* in *Hardware Retailer*. Just one more reason why *Hardware Retailer* should be your *basic* trade choice.

HARDWARE RETAILER Your No. 1 Choice

huge Chiffon display
animated by HANKSCRAFT

Gigantic (7′ x 5′) Chiffon "Ferris Wheel" *attracts* shoppers—and *sells* facial tissue—with its ingenious combination of light, color, motion and size. Features specially adapted AC motor. It's another example of Hankscraft leadership in the display animation field!

COMPLETE ENGINEERING SERVICE for displays of all sizes, AC-powered or battery-operated. Send cutout to:

HANKSCRAFT COMPANY
Display Motor Division
Reedsburg, Wis.

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Ted Bates Names Two

Bud Doble, formerly a vp and account executive with Lennen & Newell, has joined Ted Bates & Co., New York, as account executive on Brown & Williamson Tobacco. Bates has elected Kerry F. Sheeran, account executive on the Whitehall Laboratories division of American Home Products, a vp.

Bergren Named Director

Francis V. Bergren, formerly general sales manager of the Remington Rand systems-photo records division of Sperry Rand, New York, has been named marketing director, a new post.

Wilken to 'This Week'

Gene D. Wilken, formerly director of marketing of Yardley of London, has joined *This Week Magazine*, New York, as vp in charge of sales development.

TV GUIDE
1st QUARTER REPORT

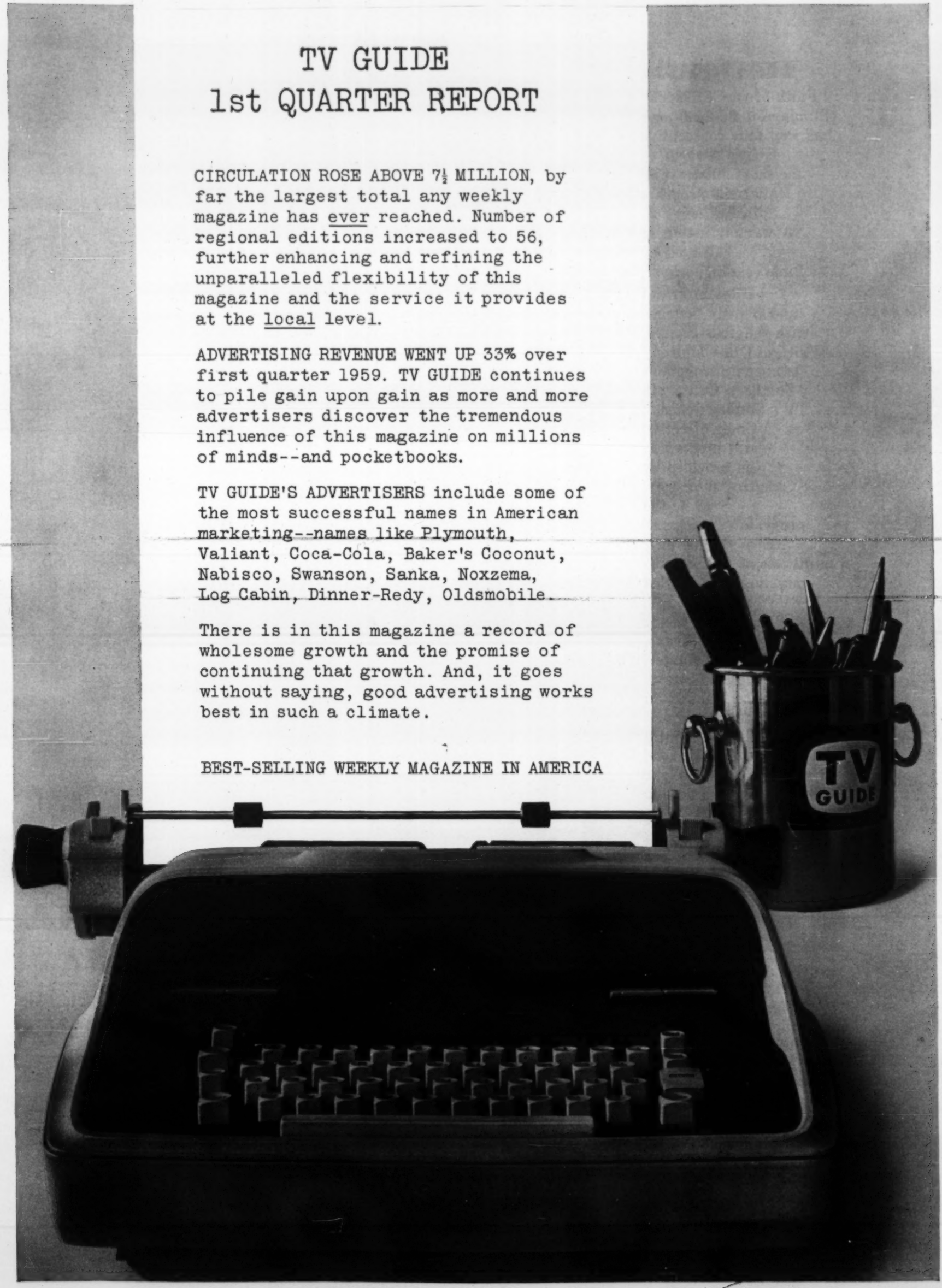
CIRCULATION ROSE ABOVE 7½ MILLION, by far the largest total any weekly magazine has ever reached. Number of regional editions increased to 56, further enhancing and refining the unparalleled flexibility of this magazine and the service it provides at the local level.

ADVERTISING REVENUE WENT UP 33% over first quarter 1959. TV GUIDE continues to pile gain upon gain as more and more advertisers discover the tremendous influence of this magazine on millions of minds--and pocketbooks.

TV GUIDE'S ADVERTISERS include some of the most successful names in American marketing--names like Plymouth, Valiant, Coca-Cola, Baker's Coconut, Nabisco, Swanson, Sanka, Noxzema, Log Cabin, Dinner-Redy, Oldsmobile.

There is in this magazine a record of wholesome growth and the promise of continuing that growth. And, it goes without saying, good advertising works best in such a climate.

BEST-SELLING WEEKLY MAGAZINE IN AMERICA



Religion

"Faith of Our Children"
(Sundays, 1:30-2:00 pm)
has won four consecutive
Emmy Awards as
the most outstanding
children's program
in Los Angeles.
A warmly inspiring
half-hour of
Bible reading, prayer,
pantomime skits
and comedy sketches
with religious themes,
"Faith of Our Children"
is known throughout
Southern California
as "TV's Sunday School."
Choir direction
and production
is provided by
visiting ministers,
while the
program's "teachers"
have ranged over
a multitude of Hollywood's
most highly regarded
leading ladies.
Among them:
Dale Evans,
Anne Baxter,
Gale Storm,
Jeanette MacDonald
and June Lockhart.
Connie Haines currently
fills the role,
to the delight
of children and adults.

This is one of a
broad range of programs
designed to entertain,
enlighten and inform
KRCA's vast viewing public
. . . to reach the few
as well as the many
. . . to provide something
of interest for
every television taste.

KRCA
NBC Owned
Channel 4 in Los Angeles

and everything

in between...

Relaxation

"The Giroux Show"
(Monday through Friday,
4:40-6:00 pm)
is sparked by versatile,
personable Lee Giroux.
A gifted interviewer,
he constantly attracts
top names from
the entertainment
and sports worlds
to his program.
Recent guests have included:
Carl Sandburg,
Sammy Davis, Jr.,
Lowell Thomas,
Gene Krupa,
Rosemary DeCamp
and Carl Reiner.
At the other end of
the roster,
some of his "off-beat"
guests have included
doubles of Eisenhower,
De Gaulle and Khrushchev.
The spontaneity of
his *live* interviews
is entertainingly balanced
by two half-hour
"Award Theatre" film dramas–
and the sum total
is thoroughly relaxing fare
to end the busy
householder's afternoon.
Lee Giroux is
strictly for fun,
and a most welcome sight
for Southern California viewers.

This is one of a
broad range of programs
designed to entertain,
enlighten and inform
KRCA's vast viewing public . . .
to reach the many
as well as the few . . .
to provide something
of interest for
every television taste.

KRCA
NBC Owned
Channel 4 in Los Angeles

Bufferin Breaks New Theme

A new advertising campaign, centered around the use of Bufferin for relief of tension headaches, has been started by the Bristol-Myers products division of Bristol-Myers Co., New York. The new theme is the result of research indicating that more people attribute headaches to tension than to any other single cause. "How tension taxes your body" is the first headline in a series of page ads to appear in magazines. The theme is also in use for Bufferin television advertising. Young & Rubicam, New York, is the Bufferin agency.

Lee Joins Lord & Taylor

Sarah Tomerlin Lee, a vp of Hockaday Associates, New York, will join Lord & Taylor, New York department store, Aug. 1 as vp for advertising, publicity and display. She will succeed Alieda van Wessop, who will retire Jan. 1 after 33 years with L&T. Harry Rodman, the store's art director, has been promoted to the new post of director of advertising, effective at once.

Brown Leaves NAB

Thad H. Brown Jr., vp for television, National Assn. of Broadcasters, will leave the organization June 17 to return to law practice and other industry projects. He has been with NAB since 1951.

Jackmeyer
ONE COMPLETE SOURCE FOR
TAGS and LABELS
Dynamically designed by specialists to attract, identify and spark more sales for your products. Whether it's Foil, Fabric, Vinyl, Mylar, Paper or Board, Pressure-Sensitive or Heat Seal, Jackmeyer does the whole job with speed and economy from creative design to finished product.
Call Watkins 4-0285 or write Dept. AA.
JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.
From Creative Art to Finished Product Since 1918

Australian Ad Volume Reaches $272,000,000 Mark

Patterson Estimates Show Half of Total in Newspapers, Magazines

SYDNEY, April 26—A special survey of total Australian advertising volume, made by George Patterson Pty., the country's largest agency, puts the total for 1959 at £121,000,000 ($272,000,000).

The agency notes that this figure represents 3% of the national consumption expenditure, compared with the 3.7% relationship obtaining in the U. S.

The $272,000,000 total is broken down by Patterson into the following major classifications:

Television	$ 22,500,000
Radio	20,000,000
Newspapers, magazines	140,625,000
Screen	9,000,000
Outdoor	20,000,000
Merchandising	56,250,000
Direct mail	3,375,000

■ The agency claims its calculations are on the conservative side because there are "areas of advertising activity that are impossible to measure."

Preliminary estimate of tv expenditure (for the two tv markets of Sydney and Melbourne) was $16,875,000, but with production costs was assessed at closer to $22,500,000.

Two new stations each in Brisbane and Adelaide went on the air late in 1959 and their billings are not included.

Press advertising in metropolitan dailies (13,162,000 total column inches), including production costs, amounted to $93,000,000 while Sunday press advertising volume was $14,000,000 (both based on 250" contract rates).

Women's magazines were credited with $8,550,000; general magazines, $1,800,000; rural weeklies, $2,475,000; country newspapers, $8,100,000; business publications, $5,625,000, and other publications, $6,750,000.

■ A conservative estimate (which several agency men say is far too low) of expenditures on merchandising and sales promotion was given as $56,250,000, comprising window displays and dressing, $10,125,000; point of sale, show exhibits, etc., $12,375,000; sample packaging and labeling, $18,000,000, and salesmen and dealer aids, $15,750,000. #

ABC Radio Boosts Duffy to National Director of Sales

James E. Duffy, director of sales of the central division of ABC Radio, has been promoted to ABC Radio national director of sales, effective May 2. The announcement was made by Robert R. Pauley, who has been named vp in charge of ABC Radio.

James E. Duffy

Mr. Duffy, with ABC 11 years, will headquarter in New York in his new post.

Stand-Bilt Names Dickerman

Stand-Bilt Upholstery Corp., Brooklyn, has appointed Dickerman Advertising, New Hyde Park, N. Y., to handle advertising for its exhibits in the New York Pre-Market Show and the Chicago Furniture Show.

Happiness
and the wonderful habit of having

The morning rush. Your wife's good bye kiss. Your daughter's affectionate hug. These are trifles that mirror the happiness of a family. A happiness that is so well worth saving for. Why not start your family on the wonderful habit of having? Take the first step: open your savings account at any Old Kent office tomorrow — or as soon as you can.

OLD KENT
The most popular bank in town!
OLD KENT BANK AND TRUST COMPANY

BORROWED—For this ad, *Old Kent borrowed picture from Frank Bros. home furnishings company in Long Beach, Cal., which first used it in an ad in Western Advertising in 1954.*

Reinhold Names Whitcombe, Dorr to New Positions

Frederick C. Dorr, advertising sales representative for *Chemical & Engineering News* covering the midwestern territory, has been given the additional responsibility of manager of Reinhold Publishing's Chicago office. The position had formerly been handled by Alfred F. Fountain, Reinhold vp, who resigned on April 1 (AA, March 21).

David N. Whitcombe, formerly assistant circulation manager of Reinhold's *Automatic Control, Materials in Design Engineering*, and *Progressive Architecture*, has been named circulation manager. The position was formerly handled by Jack Carlin, circulation director, who has resigned.

Brown-Forman Names Hoge VP

Brown-Forman Distillers, Louisville, has named Peyton Hoge, advertising director, a vp.

Woman's Club Bureau Offers Marketing Research Service

Woman's Club Service Bureau, New York, is offering a new service designed to provide marketing researchers with access to women in organized clubs throughout the U.S. The new marketing research division will be comprised of 300 women's clubs and will have a membership of more than eight thousand women. The bureau, a division of Sally Dickson Associates, New York, specializes in the preparation of business-sponsored promotions in the women's club field.

Agate Club Plans Golf Party

The Agate Club, Chicago, will hold its annual golf party at the Barrington Hills Country Club on May 20. Included in the prizes to be awarded will be the ADVERTISING AGE Cup for low gross by a guest player.

Hampshire to Wade, Walden

Hampshire Imports, Essex, Conn., North American distributor of Kastinger ski boots and other imported ski equipment, has appointed Wade, Walden & Whitman, Westport, Conn., to handle its advertising.

Branch Joins Noble-Dury

Charles H. Branch has joined the Memphis office of Noble-Dury & Associates as an account executive. Mr. Branch was formerly an account executive at Maurice Mullay Inc., Columbus, O.

Ogilvy Names Two VPs

Ogilvy, Benson & Mather, New York, has elected Newt Mitzman, commercial production manager, and Christy Walsh, who heads the Beverly Hills office, vps.

Cooper-Weeks Names Gibbons

Cooper-Weeks Ltd., Toronto, manufacturer of baseball, hockey and boxing equipment, has appointed J. J. Gibbons Ltd., Toronto, as its agency.

MEMPHIS NEWSPAPERS

Provide a Market ON TOP of a Market

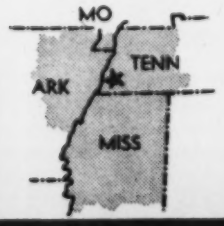
Compared to other TOTAL NEWSPAPER MARKETS Memphis ranks in the top 15 in the nation.

The Memphis Metro area—consisting only of Shelby County, Tennessee—has a 600,000 population. But that's not all! On top of this is another market—the 75 counties surrounding Memphis where more than 2,000,000 people live, work and buy things. The two markets are actually but one —and add up to the TOTAL MEMPHIS NEWSPAPER MARKET.

When considering the Memphis Market, don't just stop with the Metro figures—include ALL the facts — compare the Memphis TOTAL MARKET with other markets. It's BIG — RICH — and RESPONSIVE.

Remember: MEMPHIS NEWSPAPERS Sell the TOTAL MARKET!
write for market data.

TOTAL Memphis Market over 2,500,000 population



The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

SO YOU WON'T BUY WITHOUT THE FACTS?

All right, here are a few seductive ones: there are more than twice as many nursing homes and homes for aging as there are hospitals; urgent need for 70% increase; by 1965, 25,000,000 people will be 65 or over.

To be completely sold on sales potential of this market, read our B P R D ad or write to . . .

PROFESSIONAL nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

Why can't adults see teenagers clearly?

When teenagers speak for themselves, their problems (and their rich promise) suddenly come into focus.
This May, a "Teenage Report to the Nation" in the Ladies' Home Journal reveals clearly what boys and girls across the country think about marriage, drinking, religion, cheating, parents, dating and good manners.

It is sober and sensitive reporting, the kind millions of women find nowhere else but in the calm, compassionate pages of the Journal.
Many magazines get into the home, but the Ladies' Home Journal gets into the heart. And, as advertisers to women know, when the heart is open, the sale can be closed.

THE MAGAZINE WOMEN LIKE BEST **Ladies' Home Journal** A CURTIS PUBLICATION

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

143 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

Adman in the News . . . Mark Ferree

NEW YORK, April 27—Mark Ferree, new president of the American Newspaper Publishers Assn., is a chunky Hoosier of 55 who dislikes pretense, stuffed shirts and speech making.

As exec vp and general manager of Scripps-Howard Newspapers here, Mark meets all kinds of people—including those with overstuffed shirts—but after 15 years in the East he has lost little of his small town informality and none of his Indiana twang.

Mark Ferree

His early career might have been that of any of a thousand newspaper men.

"I started out as a carrier boy," he said. "But then, Roy Howard says everybody in the business started as a carrier boy, so why mention it?

"At any rate, and at the risk of sounding corny, I did start out delivering papers and what's more, I can honestly say I never had any idea of being anything but a newspaper man."

■ Born in Marion, Ind., Mark got his writing start on newspapers working as a high school and summer reporter on the *Marion Chronicle*. He kept his hand in the business, working on his college newspaper (Indiana University). And following graduation, in 1924, he moved to the *Evansville Courier* as a full-fledged reporter and telegraph editor. From the *Courier* he moved south to Florida and the *Miami Herald*, pounding out straight copy and Sunday features under hard-bitten, hard-riding and tough-talking city editors.

After two years in the *Herald's* newsroom, Mark took a leave of absence to serve as press agent for the Southern Pine Assn., in New Orleans.

As promotion man for the lumber group, his job was to follow disaster around the southeastern U. S., trumpeting the value of southern pine in the construction of hurricane proof houses.

■ After a couple of years on the twister and tornado circuit, he was boosted to promotion and ad director of the pine group and, in 1930, wound up as Washington representative of the organization.

By 1932 he began to feel the depression's squeeze and decided it was time to get out of the lumber business and back into newspapers. He took a job with the *Washington News*, his first Scripps-Howard spot, selling retail advertising on commission. Next he moved to the *Indianapolis Times* as ad director and later business manager. In 1945 he came to New York as assistant general business manager of Scripps-Howard Newspapers. In 1949, he became general business manager of the chain. Today he also holds down the job of exec vp of E. W. Scripps Co., as well as a score of corporate offices and directorships of companies scattered all over the U. S.

In his new job as ANPA president he plans to stick tightly to administration and leave the speech making to others. "I won't be doing much speaking, because I'm no drum beater. I hope to run this group with common sense instead of bushwah." #

Sell 6 Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality, name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

Negroes listen, believe — and most important — *respond* to Rounsaville Radio. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. No matter what your budget . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio —you'll see! We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

Nielsen Network TV

Two Weeks Ending April 3, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) ..	20,702
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,617
3	Playhouse 90—Sunday (Amesican Gas, Allstate, R. J. Reynolds, CBS)	17,492
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	16,588
5	Danny Thomas Show (General Foods, CBS)	15,775
6	Father Knows Best (Lever Bros., Scott Paper, CBS)	14,916
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	14,600
8	The Real McCoys (Procter & Gamble, CBS)	14,554
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	14,509
10	77 Sunset Strip (Several sponsors, ABC)	14,283

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) ..	46.5
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.3
3	Playhouse 90—Sunday (American Gas, Allstate, R. J. Reynolds, CBS)	39.7
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	37.4
5	Danny Thomas Show (General Foods, CBS)	35.5
6	All Star Circus (Timex, ABC)	34.1
7	The Real McCoys (Procter & Gamble, CBS)	33.7
8	Father Knows Best (Lever Bros., Scott Paper, CBS)	33.6
9	77 Sunset Strip (Several sponsors, ABC)	33.1
10	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	32.9

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,577
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, CBS) ..	16,995
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,549
4	Danny Thomas Show (General Foods, CBS)	14,961
5	Father Knows Best (Lever Bros., Scott Paper, CBS)	13,967
6	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	13,470
7	The Real McCoys (Procter & Gamble, CBS)	13,334
8	Playhouse 90—Sunday (American Gas, Allstate, R. J. Reynolds, CBS)	13,063
9	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	12,837
10	Dennis the Menace (Kellogg, Best Foods, CBS)	12,475

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.9
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) ..	38.1
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	35.1
4	Danny Thomas Show (General Foods, CBS)	33.7
5	Father Knows Best (Lever Bros., Scott Paper, CBS)	31.5
6	The Real McCoys (Procter & Gamble, CBS)	30.9
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, CBS)	30.5
8	Playhouse 90—Sunday (American Gas, Allstate, R. J. Reynolds, CBS)	29.6
9	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	29.3
10	Dennis the Menace (Kellogg, Best Foods, CBS)	28.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Duralith Buys 'Family Camping'

Duralith Publishing Co., Philadelphia, publisher of *Graphic Arts Buyer*, has purchased *Family Camping* from Frank Mentzer, vp and creative director of Richardson, Thomas & Bushman, Philadelphia agency. Mr. Mentzer has resigned from Richardson, Thomas to continue as editor and publisher of *Family Camping* under Duralith.

Princess Margaret Makes Radio Cash Register Hum

Princess Margaret's wedding to Antony Armstrong-Jones, which already has been sold as a special by two tv networks, also has served as a business draw for radio. The CBS radio network has sold two broadcasts on the big day for Great Britain's Princess to Elgin National Watch Co., Elgin, Ill. The morning broadcast at 10:05 a.m., EDT, on May 6 will record the ceremony and highlights of the wedding pageantry. A 15-minute program in the evening will recapitulate the day's events. The shows were placed through J. Walter Thompson Co.

U.S. tv coverage of the royal wedding will be sponsored by Frigidaire on NBC and Yardley on ABC. Both sponsors have promised to be extremely careful with their commercials in an effort to avoid charges of overcommercialization or poor taste.

Manhattan Shirt Sets TV, Magazine Push for Fall

Manhattan Shirt Co., New York, has tripled its consumer magazine budget for fall. The magazine push, consisting of 25 ads in five magazines, will be augmented by a tv spot and network campaign now being lined up. The magazine campaign will run from August through December in *Esquire, Playbill, Sports Illustrated, The Saturday Evening Post* and *Time*. Daniel & Charles, New York, is the agency.

The company has also increased its retailer mark-ups above the traditional 40% in the men's wear field. Its new price structure will provide retailers with an average of 1½% increased mark-up, and on many items as much as 3½%.

SERVICE *is more than just a word at Lake Shore*

. . . it's people in action, giving you the finest service available anywhere on these services you need:

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

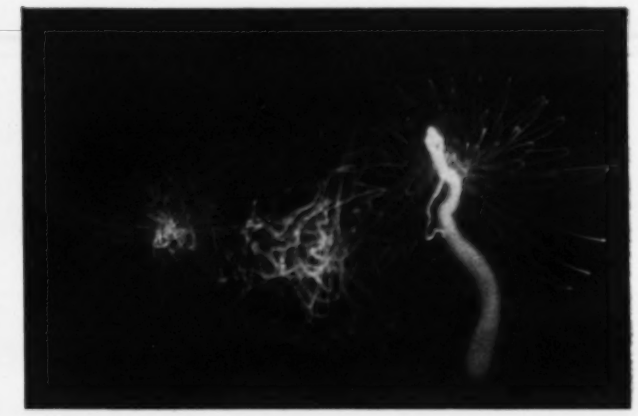
LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

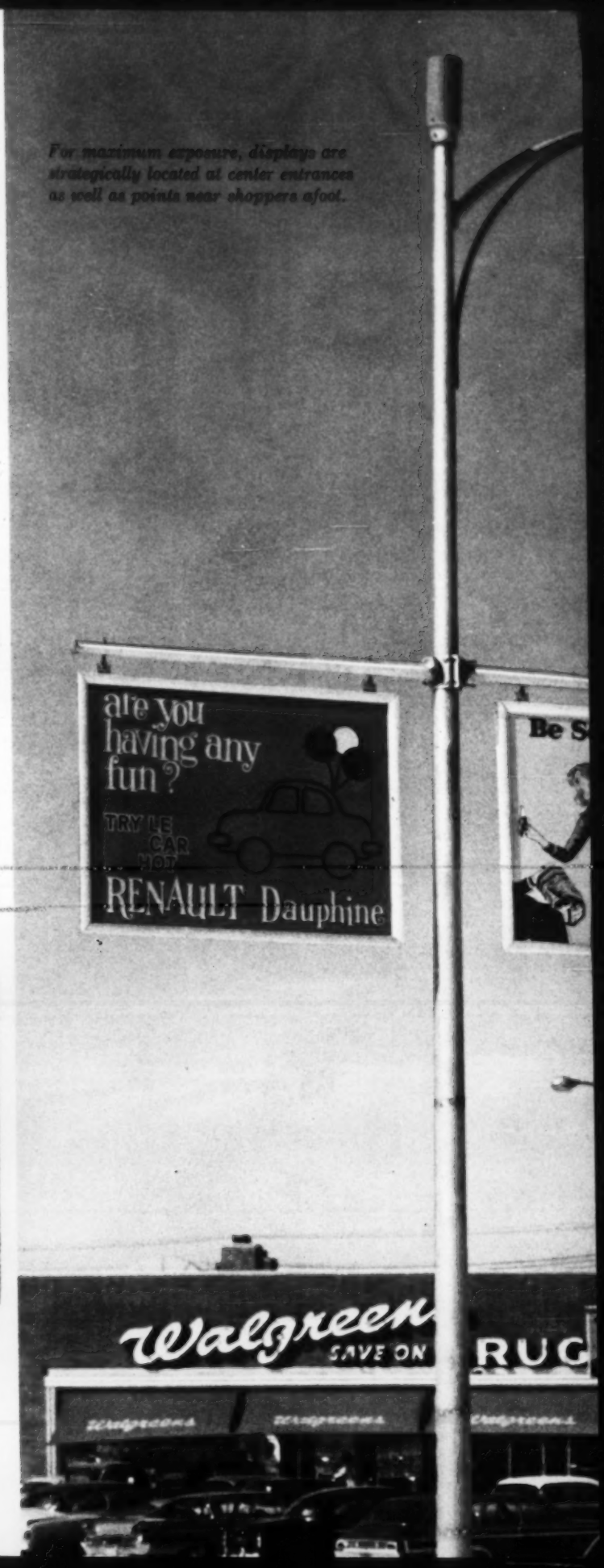
ANNOUNCING *a vital new advertising medium*
THE SHOPPING CENTER NETWORK

A Division of National Advertising Company

THE SHOPPING CENTER NETWORK

delivers America's richest mass market ...at the lowest cost!





For maximum exposure, displays are strategically located at center entrances as well as points near shoppers afoot.

WHAT ARE SHOPPING CENTERS?

A retail phenomenon barely fifteen years old, modern suburban shopping centers now account for 25% of all U.S. retail sales, exclusive of automobiles. While downtown areas are losing retail volume, or at best, staying even, the typical suburban center is increasing its volume from 20% to 30% per year. Projecting the present trend, shopping centers anticipate 60% of the total retail market by 1965.

WHAT IS THE SHOPPING CENTER NETWORK?

Basically, it is an organization of leading shopping centers in America's major markets which have given the National Advertising Company exclusive rights to outdoor display advertising. The displays themselves are attractive, highly visible signs attached to the light standards in the shopping centers' parking areas.

HOW BIG IS THE NETWORK?

At present, it includes more than 200 selected shopping centers in 80 major markets across the U.S. Soon the network will comprise approximately 400 centers in 162 top metropolitan markets. Even now, the present network delivers an audience of better than *53 million* shopper exposures per month.

WHAT KIND OF AUDIENCE HAS THE NETWORK?

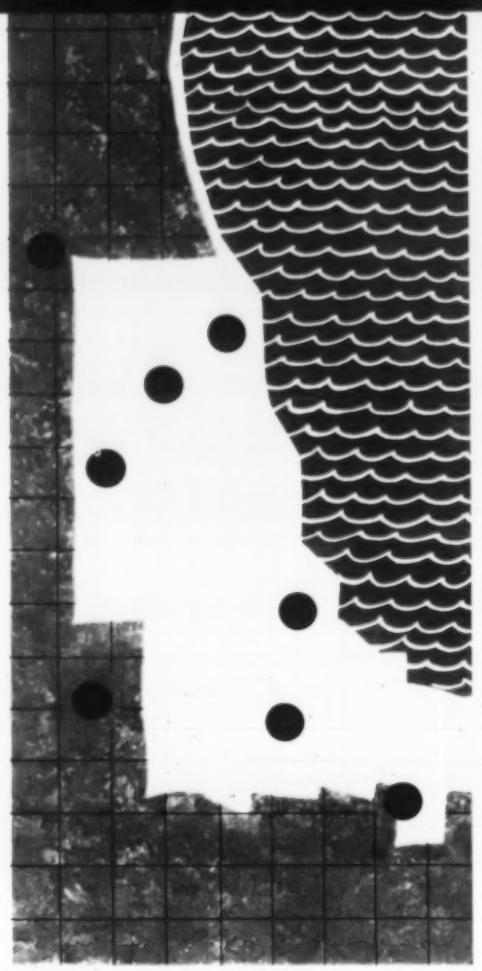
A *select audience* of more than 53,000,000 . . . adult, head-of-household *buyers* who form America's richest mass market. Representing highly acquisitive, high income suburban families, they have both the *desire* and the *means to buy* . . . and buy often.

HOW THE NETWORK REACHES ITS AUDIENCES:

Most major media—newspapers, magazines, television—reach their audiences *at home.* The Shopping Center Network reaches an audience *in action.* It delivers your advertising message not hastily, but repeatedly, to shoppers in an ideally receptive situation.

Most importantly, the Network provides these highly effective advertising impressions at a cost as low as *25¢ per thousand!*

CHICAGO: A MARKET EXAMPLE



CHICAGO TRADING ZONE

Population	*6,430,700*
Family Population	*1,891,382*
Retail Sales	*$8,676,495,000*
Number Of Centers	*8*
Displays Per Market Showing	*32*
Shopper Trips Per Month	*2,145,000*
Advertising Cost Per Month	*$640.00*
Cost Per Thousand Shopper Trips	*$.30*

HOW CAN YOU BUY THE SHOPPING CENTER NETWORK?

Display advertising franchises are available now for the present full network (80 markets) or for any individual market or group of markets. "Charter advertisers" will have first option on new markets and centers as they are added.

No more than twenty-four advertisers can be franchised into any given market.

National Advertising Company has exclusive rights to outdoor display advertising in all Network centers. A subsidiary of Minnesota Mining and Manufacturing Company, it is geographically the largest outdoor advertising company in the nation. Call, write, or wire the address below for full media and market details.

NATIONAL ADVERTISING COMPANY

Shopping Center Network Division, 6850 South Harlem, Bedford Park, Illinois
LUdlow 5-6600. A subsidiary of Minnesota Mining and Manufacturing Co.

3M COMPANY

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G-30-188-61

U.S. Steel Sets Drive for Soft Drinks in Cans

Advertiser to Use TV, Dailies, Outdoor; Steel Furniture Push Also Set

PITTSBURGH, April 26—U. S. Steel Corp. has scheduled two special campaigns this spring and summer to promote soft drinks in cans and home products made of steel.

Soft drink sales hit a new high in 1959, the company reports, with canned soft drink sales increasing 37%, compared to an increase of 6½% for soft drinks in bottles.

For its third annual promotion of soft drinks in cans, the company will stress three selling points—(1) no return, (2) delicious taste and (3) convenience (light weight, easy to store, easy to handle). Penelope, the little girl cartoon character,will reappear in the advertising.

For its national advertising, the company has scheduled 11 commercials on the "U. S. Steel Hour" (CBS-TV) during June, July and August, plus 12 commercials on "I Love Lucy" (CBS-TV).

For its local advertising, the company has increased the budget 50% over 1959 and divided it into three different programs of varying budgets, covering 27 markets from May 15 to Labor Day.

■ The largest campaign will run in San Francisco-Oakland, Los Angeles, Houston, Chicago, Boston and New York. Ten 1,000-line two-color ads will run in metropolitan daily newspapers in each city, except that New York will receive a special program. There will also be a No. 100 showing on outdoor posters.

For the second group of markets, eight 1,000-line b&w ads will run in daily newspapers, plus a No. 50 showing of outdoor posters. The cities in this group are Seattle, Denver, Albuquerque, Milwaukee, Tampa-St. Petersburg, Birmingham, Salt Lake City, Miami, Baltimore, Philadelphia, Shreveport and San Diego.

The third and smallest campaign will consist of five 1,000-line ads, running in Tallahassee, Daytona Beach, Jacksonville, Charlotte, Columbia, Nashville, New Orleans, Hartford and Fresno.

A "summer fun" edition of U. S. Steel's newspaper service will provide editorial and advertising materials on soft drinks in cans.

■ A separate campaign is planned to promote housewares and home furnishings made of steel. Two themes are being used: "Steel is for better living, better giving" and "Steel is for outdoor living." Two commercials on "U. S. Steel Hour" and four on "I Love Lucy," will be augmented by color pages and spreads in *Better Homes & Gardens* and *The Saturday Evening Post* in April and May.

Direct mailings are going to 69,000 retailers in the hardware, appliance, jewelry, variety and department store fields. A free merchandising kit for steel home products is available to stores.

The agency is Batten, Barton, Durstine & Osborn, Pittsburgh.

Milton Greene Forms Company

Milton H. Greene, a photographer and producer long active in print advertising, has set up his own independent production company to bid for tv commercials business. Mr. Greene will be associated with Filmways, with which he has signed an exclusive contract for the production of television commercials. The new company, Milton H. Greene Associates Ltd., will have offices at 480 Lexington Ave. Its production will be done at Filmways' studios.

Otis Advertising Bows

Arthur F. Otis has opened his own agency, Arthur Otis Advertising, with offices at 1520 Fifth Ave., San Diego. For the past three and one-half years Mr. Otis was with Barnes Chase Co., San Diego. Before that he was a copywriter in Chicago from 1924 to 1956—with Montgomery Ward & Co.; Butler Bros.; MacFarland, Aveyard & Co.; Caples Co. and Roche, Williams & Cleary (now Roche, Rickerd & Cleary).

OAI Increases Ad Budget

Outdoor Advertising, Inc., New York, has increased its 1960 advertising budget about 15% over 1959 to an estimated $258,000. It will use four-color pages in advertising trade publications and b&w fractional ads in five newspapers. McCann-Marschalk, New York, is the agency.

Niles Appoints L. F. Grover

Lionel F. Grover, former production manager of the Hollywood division of Fred A. Niles Productions Inc., has been named vp in charge of that division.

Ostrode to Beckman-Koblitz

Jack Warren Ostrode, formerly program director at KDAY, Los Angeles, has joined Beckman-Koblitz, Los Angeles agency, as radio-tv director.

Castle to Kurk & Brown

Mark R. Castle, formerly with Jamian Advertising as an account executive, has joined Kurk & Brown Advertising, New York, as a principal and vp.

ELECTRIC CAN OPENERS

GREAT for premiums, contests, sales incentive programs. Available in all price ranges!

For complete details contact:

BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

Stanley Publishing Expands... Research and Special Services Department to Assist Advertisers and Readers Alike

Carl B. Dietrich leaves ASIA Staff to Rejoin Stanley Publishing as Research and Services Director

Expanding its Research and Special Services Department to be of greater assistance to readers and advertisers alike, Stanley Publishing Company appointed Carl B. Dietrich, a forty year veteran in the automotive industry, to head the department. Dietrich begins as Director of Research & Service April 1st.

Ten Years With Associations

For the past year, Dietrich was with the Automotive Service Industry Association in Chicago, as Director of Business Methods and Market Research. Previous to that, he was with Stanley Publishing Company as Executive Editor of Jobber Product News. Now, in rejoining Stanley Publishing Company he will be assisting on all of the Stanley Publishing business papers.

From 1949 to 1957, Dietrich was Director of Member Services of the Motor & Equipment Wholesalers Association, Chicago, where he carried on extensive research, provided unique services for its jobber members, addressed jobber meetings over the country, and worked with manufacturers.

Long Manufacturer Service

From 1923 to 1949, Dietrich served as Sales Promotion Manager of a piston ring manufacturer, as Advertising Manager of Wagner Electric Corporation in St. Louis (for 19 years), and then as Sales Promotion Manager of Accurate Parts Manufacturing Company in Cleveland, Ohio.

A graduate of the University of Illinois with a Bachelor of Science Degree in Industrial Management, Dietrich is a founder of the Automotive Advertisers Council in which he now holds an honorary membership. He was co-founder and first secretary of the St. Louis Industrial Marketers and served on its Board of Directors. He also served as a Director of the St. Louis Advertising Club as well as the Controlled Circulation Audit which later became Business Publications Audit.

Growing Needs Filled

In commenting on this department expansion and the appointment of Dietrich as its head, Emil G. Stanley, President and Publisher, said:

"Each day and each week more and more questions are asked us by our readers, advertisers, advertising prospects and their advertising agencies. In addition, opportunities constantly present themselves where our expanded Research and Special Services Department can increase and accelerate our industry services to further fulfill our function as a *service institution*.

"Carl Dietrich is eminently qualified to carry out the intensified program of this expanded department. Besides dealing with Research and many Special Services to be announced shortly, the expanded department will also provide statistical data for the editorial columns of our publications, develop data and contents for our various directories based on needs in the field — and in general — enable the Stanley Publishing Company to truly be the "*productive headquarters*" for useful and needed automotive jobber and fleet data and industry marketing information in the business paper field.

"To implement and equip this expanded Research and Special Services Department, the Stanley Publishing Company is adding to its modern list building and data processing equipment facilities"

Get Your "I WILL" Button

There is no charge. Wear it. You will be saying to the world:

I WILL conscientiously try to better my industry.
I WILL strive for higher ethics in the conduct of my own business — regardless of what competition may do.
I WILL try to be a better business man.
I WILL endeavor to live up to the suggested practices which my association fellows have promulgated.

•

This is a program of Stanley Publishing editors who are telling this "I Will" spirit in their speeches around the country, in their news columns, and in their editorials.
"I Will" buttons are available in quantities for company use and for distribution at meetings. Write our Chicago office on your company letterhead.

Stanley Publishing Believes in Good Research and Good Service

STANLEY PUBLISHING COMPANY

431 S. DEARBORN ST., CHICAGO 5, ILL. WAbash 2-0636

Transportation Supply News • Jobber Product News & Jobber News • Fleet Product News
Jobber Product News Directory & Buyers' Guide • Fleet Directory & TSN Buyers' Guide
Jobber Product News Show Daily • Transportation Business Gift News

NEW YORK • PHILADELPHIA • CLEVELAND • DETROIT • TULSA • LOS ANGELES • SAN FRANCISCO • PORTLAND

Advertising Expenditures in Newspapers, 1959

Last week ADVERTISING AGE listed the exepnditures of national advertisers who spent $1,000,000 or more in newspapers during 1959. This week AA presents the expenditures of all national newspaper advertisers who spent $25,000 or more last year. The data presented here are copyright, 1960, by the Bureau of Advertising, American Newspaper Publishers Assn., and are reprinted by permission. Included are 1,595 advertisers with listings of expenditures for 3,740 brands advertised in daily and Sunday newspapers, including expenditures in *The American Weekly, Family Weekly, Parade, Puck—The Comic Weekly, Sunday, This Week Magazine* and other publications distributed as sections of Saturday or Sunday newspaper editions.

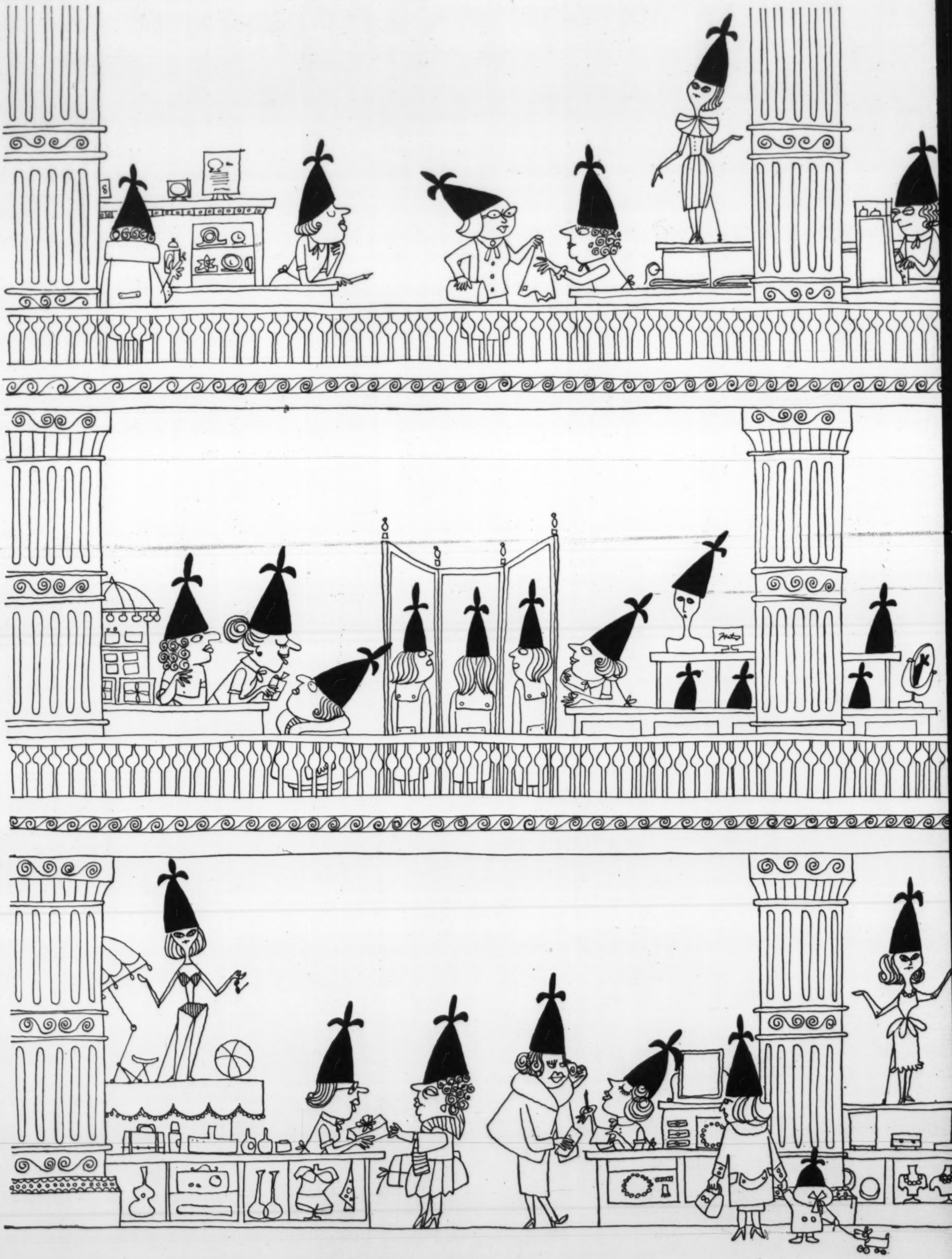
A

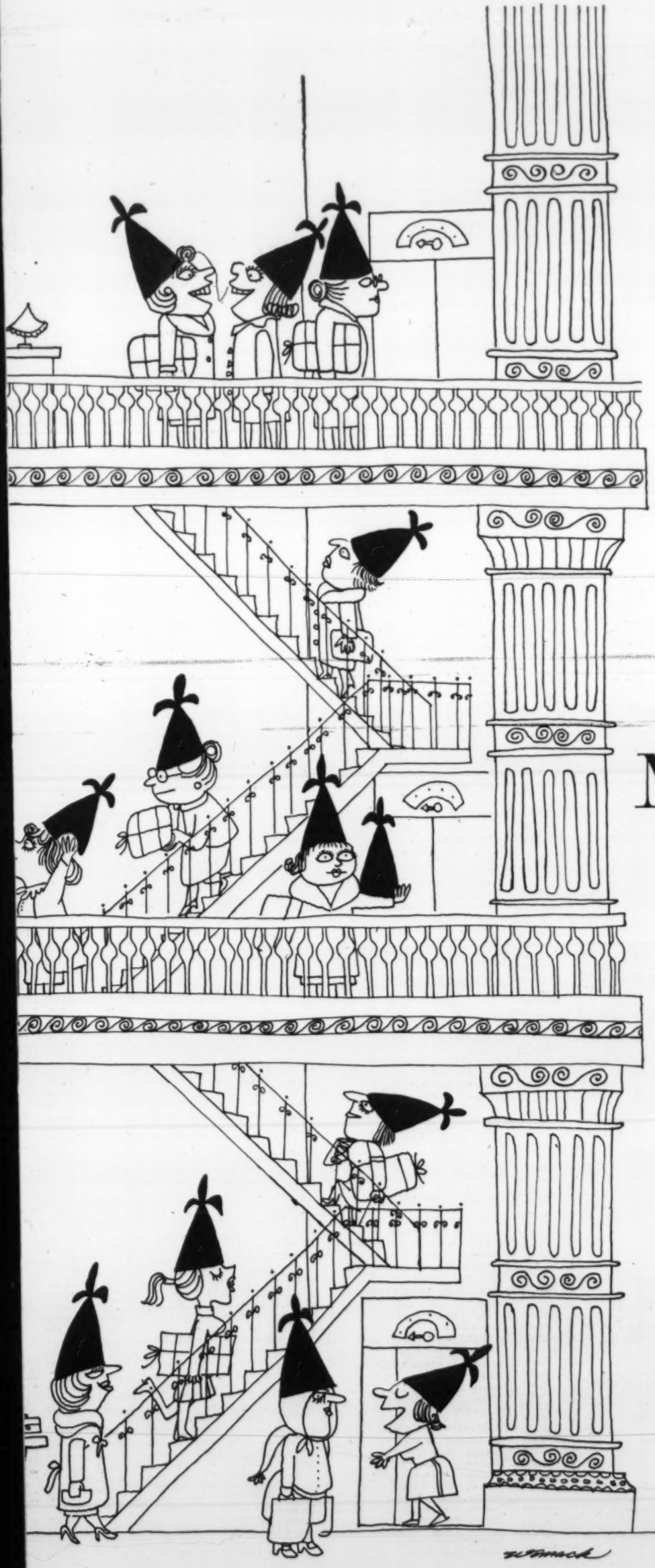
A & M SALES CO.	
Odrinex	$ 25,980
A.S.R. PRODUCTS CORP.	248,970
Gem Razor	109,433
Pal Blades & Razors	134,670
Supreme Hair Cutting Kits	4,867
ABBOTT LABORATORIES	
Sucaryl	670,998
ABBOTTS DAIRIES INC.	69,712
Dairy Products	6,096
Ice Cream	29,149
Milk	34,467
ADAMS DAIRY CO.	64,395
Butter	681
Cottage Cheese	3,177
Dip-N-Chip	1,028
Egg Nog	1,176
Milk	18,384
Sour Cream	8,343
Whipped Cream	1,344
Products	30,262
ADELL CHEMICAL CO.	260,204
Lestare	85,070
Lestoil	175,134
ADMIRAL CORP.	582,413
Freezer	604
Phonograph	79,253
Radio	27,039
Refrigerator	139,519
Television	228,955
Products	107,043
ADOHR DAIRY	37,094
Milk	30,258
Products	6,836
ADOLPH'S LTD.	
Meat Tenderizer	96,361
AGAR PACKING CO.	
Meat Products	37,508
AILEEN KNITWEAR INC.	
Knitwear	68,340
AIR FRANCE, FRENCH NATIONAL AIR LINE	310,272
AIRGUIDE INSTRUMENT CO.	25,987
ALABAMA GAS CORP.	50,642
ALADDIN CO.	
Homes	72,899
ALADDIN INDUSTRIES INC.	46,738
Lunch Kits	37,574
Vacuum Bottle	9,164
ALASKA AIRLINES INC.	31,359
ALITALIA	
Italian Air Line	320,741
ALLEGHENY AIRLINES INC.	80,127
ALLEN-BRADLEY CO.	90,379
ALLES & FISHER INC.	73,254
Air Flo 63 Cigars	37,315
J. A. Cigars	7,080
Jiff Cigars	22,536
Pippins Cigars	6,323
ALLIED LABORATORIES INC.	886,766
Ayds	405,235
Bantron	112,123
Campana Preparations	169,071
D.D.D. Prescription	23,039
Pursettes	177,298
ALLIS-CHALMERS MFG. CO.	42,581
ALLSTATE INSURANCE CO.	743,055
ALL-YEAR CLUB OF SOUTHERN CALIFORNIA	237,631
ALOHA AIRLINES INC.	53,916
BERNHARD ALTMANN CORP.	34,170
ALUMINUM CO. OF AMERICA	1,211,128
Alcoa Products	169,077
Alcoa Wrap	994,907
Wear-Ever Utensils	47,144
ALYSSA ORIGINALS INC.	25,628
AMANA REFRIGERATION INC.	111,652
Air Conditioner	17,307
Freezer	12,739
Refrigerator	66,500
Products	15,106
AMERACE CORP.	
Ace Combs	27,230
AMERICAN AGRICULTURAL CHEMICAL CO.	87,837
Agrico	84,454
Agrinite	3,383
AMERICAN AIRLINES	3,302,266
AMERICAN AUTOMOBILE ASSN.	33,239
AMERICAN BAKERIES CO.	187,785
Merita Baking Products	15,604
Merita Bread	32,143
Merita Frozen Baking Products	2,739
Taystee Baking Products	92,075
Taystee Bread	44,545
Taystee Thaw-N-Bake	679
AMERICAN BANNER LINES INC.	56,456
AMERICAN BEAUTY MACARONI CO.	35,007
AMERICAN BOTTLERS OF CARBONATED BEVERAGES	66,487
AMERICAN BROADCASTING-PARAMOUNT THEATRES INC.	932,458
AMERICAN CAN CO.	147,011
American Can Co.	29,275
Northern Tissue & Waxtex	17,108
Northern Towels	100,628
AMERICAN CHAIN & CABLE CO.	
Pennsylvania Mowers	29,756
AMERICAN CHEMICAL PAINT CO.	27,439
A-C-M Paints	4,081
Weedone	23,358
AMERICAN CYANAMID CO.	190,702
Creslan	43,370
Malathion	16,091
Melmac Dinnerware	10,747
Institutional	120,494
AMERICAN DAIRY ASSN.	1,923,548
American Dairy Assn.	1,901,296
Washington State Dairy Products Commission	22,252
AMERICAN DISTILLING CO.	65,815
Bourbon Supreme Whisky	27,907
Cadillac Club Whisky	2,621
Dunphy's Irish Whisky	2,661
Grand Old Parr Scotch Whisky	640
Guckenheimer Whisky	10,269
Old American Whisky	2,481
Stillbrook Whisky	8,288
Tovarisch Vodka	10,948
AMERICAN ENKA CORP.	
Enka Yarns	50,977
AMERICAN EXPORT LINES INC.	172,450
AMERICAN EXPRESS CO.	
Travel Service	525,954
AMERICAN HERITAGE PUBLISHING CO.	66,892
AMERICAN HOME PRODUCTS	3,967,967
Aero Shave	99,434
Anacin	786,850
Antrol Rose Spray	23,539
Bio Dyne	2,426
Burnett's Extracts	24,078
Chef-Boy-Ar-Dee Lasagna	12,244
Chef-Boy-Ar-Dee Meat Ball Stew	13,093
Chef-Boy-Ar-Dee Products	426,944
Chef-Boy-Ar-Dee Sauce	70,500
Compound W	87,457
Dennison's Chili Con Carne	81,308
Dondril	47,220
Dristan Products	775,997
Duplexin	145,269
Easy-Off	81,625
Frey's Meat Products	15,730
G. Washington's Broth & Seasoning	51,883
Infra-Rub	9,706
Instil	6,858
Plastic Wood	7,460
Preparation H	739,052
Primatene	190,870
Psorex	18,691
Resdan	5,658
Sleep-Eze	171,669
Snarol	21,339
Soothol	2,062
3-In-One-Oil	32,253
Tiz Foot Powder	1,321
Triumph	8,605
Whitehall Pharmacal Co.	6,826
AMERICAN HOMEOWNER INSURANCE CO.	60,738
AMERICAN IRON & STEEL INSTITUTE	967,370
AMERICAN KITCHEN PRODUCTS CO.	
Steero Bouillon Cubes	30,889
AMERICAN LAMB COUNCIL	42,871
AMERICAN LIFE & ACCIDENT INSURANCE CO.	32,279
AMERICAN MACHINE & FOUNDRY CO.	58,580
AMF Bowling Equipment	37,642
De Walt Power Tools	20,938
AMERICAN-MARIETTA CO.	66,501
American Marietta Paints	3,024
O-Cedar Endust	48,866
O-Cedar Sponge Mop	4,200
O-Cedar Sweep-Queen	2,604
Institutional	7,807
AMERICAN MOLASSES CO.	
Grandma's Molasses	48,467
AMERICAN MOTORS CORP.	8,507,433
Ambassador Cars	238,797
Kelvinator Dryer	1,251
Kelvinator Products	114,687
Kelvinator Range	1,439
Kelvinator Refrigerator	28,318
Kelvinator Washer	14,374
Kelvinator Water Heater	14,243
Metropolitan Cars	25,773
Metropolitan & Rambler Cars	5,327
Nash Cars	97,396
Rambler Cars	7,800,312
Institutional	160,514
Products	5,002
AMERICAN OPTICAL CO.	235,775
Cool-Ray Polaroid Sun Glasses	233,447
Institutional	2,328
AMERICAN PETROFINA CO. OF TEXAS	28,732
AMERICAN POP CORN CO.	
Jolly Time Pop Corn	106,430
AMERICAN PRESIDENT LINES	179,436
AMERICAN RADIATOR & STANDARD SANITARY CORP.	315,773
American-Standard Bathroom Fixtures	229,047
American-Standard Heating Equipment	19,300
American-Standard Water Heater	3,767
Youngstown Cabinets	555
Youngstown Kitchens	63,104
AMERICAN SHEEP PRODUCERS COUNCIL	452,492
AMERICAN SNUFF CO.	
Favorite Snuff	31,576
AMERICAN SOCIETY OF TRAVEL AGENTS	72,049
AMERICAN SUGAR REFINING CO.	229,099
Crystal Sugar	56,563
Domino Sugar	3,536
Franklin Sugar	135,851
Sunny Cane Sugar	33,149
AMERICAN TELEPHONE & TELEGRAPH CO.	228,452
American Telephone & Telegraph Co.	184,570
Western Electric Co.	43,882
AMERICAN TOBACCO CO.	9,257,883
Corona Cigars	41,432
Half & Half Tobacco	35,377
Lucky Strike	1,288,063
Pall Mall	3,826,714
Riviera	207,764
Roi-Tan Cigars	537,779
Tareyton	3,319,447
Products	1,307
AMERICAN VISCOSE CORP.	73,075
AMERICA'S INDEPENDENT ELECTRIC LIGHT & POWER COMPANIES	374,493
AMPRUF PAINT CO. OF N. J.	
Paint	37,662
AMSTEL AMERICAN CORP.	
Beer	45,186
ANDERSON CLAYTON & CO.	75,907
Flair	5,291
Meadolake Margarine	9,766
Mrs. Tucker's Shortening	56,887
Products	3,963
ANDES COFFEE CO.	
Brown Gold Coffee	59,089
ANHEUSER-BUSCH	1,374,218
Bud Syrup	4,625
Budweiser Beer	1,147,205
Budweiser & Michelob Beer	1,006
Busch Bavarian Beer	219,696
Institutional	1,686
APPALACHIAN ELECTRIC POWER CO.	103,974
APPLETON-CENTURY-CROFTS INC.	31,537
ARGENTINE AIRLINES	26,977
ARIZONA BREWING CO.	
A-1 Beer	52,277
ARIZONA PUBLIC SERVICE	27,074
ARKANSAS LOUISIANA GAS CO.	69,031
ARKANSAS POWER & LIGHT CO.	32,029
ARKANSAS RICE GROWERS CO-OPERATIVE ASSN.	
Riceland Rice	52,777
ARMOUR & CO.	1,544,650
Aqua Chiffon	69,872
Armour's Canned Meats	46,047
Armour's Chili	55,163
Armour's Fertilizer	1,065
Armour's Frozen Poultry Products	138,874
Armour's Meat Products	634,803
Armour's Products	26,193
Armour's Puppy Formula	1,253
Armour's Tamales	9,012
Armour's Vegetole Shortening	563
Cloverbloom Margarine	117,894
Dash Dog Food	207,708
Dial Soap	30,932
Glad Soap	1,266
Mayflower Butter	2,329
Mayflower Cottage Cheese	188
Mayflower Milk	5,205
Miss Wisconsin Cheese	38,711
Pan-O-Gold Chicken	4,032
Princess Dial	42,533
Treet	7,759
Vertagreen	103,248
ARMSTRONG CORK CO.	
Carpets & Rugs	207,850
ARNOLD BAKERS INC.	212,496
Baking Products	55,265
Bread	139,920
Crackers	14,062
Rolls	3,249
ARROW LIQUEURS CORP.	117,772
Brandy	6,494
Liqueurs	2,355
Vodka	108,923
ARTISTIC CARD CO.	199,879
Artistic Card Co., Inc.	85,268
Champion Card Co.	18,680
Elmira Greeting Card Co.	35,600
Hycrest Card Co., Inc.	60,331
ASHLAND OIL & REFINING CO.	84,928
ASK MR. FOSTER TRAVEL SERVICE INC.	53,231
ASSOCIATED BULB GROWERS OF HOLLAND INC.	32,703
ASSOCIATED HOSPITAL SERVICE OF CAPITAL DIST., ALBANY & NORTHEASTERN NEW YORK MEDICAL SERVICE	30,720
ASSOCIATED HOSPITAL SERVICE, INC.-MILWAUKEE & SURGICAL CARE, THE BLUE SHIELD PLAN OF THE MEDICAL SOCIETY OF MILWAUKEE COUNTY	26,451
ASSOCIATED HOSPITAL SERVICE AND MEDICAL ASSN. OF PHILADELPHIA	66,213
ASSOCIATED LABS INC.	98,764
Athlex Foot Pads	63,732
Vitamin-Quota	35,032
ASSN. OF AMERICAN RAILROADS	679,053
ATCHISON, TOPEKA & SANTA FE RAILWAY SYSTEM	
Rail Transport	803,900
ATLANTA BAKING CO.	
Betsy Ross Bread & Rolls	44,412
ATLANTA GAS LIGHT CO.	51,651
ATLANTIC CITY, N. J.	
Chamber of Commerce	70,547
ATLANTIC COAST LINE RAILROAD CO.	186,790
ATLANTIC CRUISE LINE INC.	44,487
ATLANTIC INSURANCE COMPANIES	51,587
ATLANTIC REFINING CO.	60,773
Heating Oil	45,942
Institutional	14,831
ATLANTIS SALES CORP.	556,048
Colman's Mustard	88
French's Bird Foods	548,040
French's Spaghetti Sauce Mix	7,920
ATLAS CANNING CO.	38,307
Laddie Boy Cat Food	10,899
Laddie Boy Cat & Dog Food	5,362
Laddie Boy Dog Food	22,046
ATLAS SUPPLY CO.	1,156,431
Tires	489,466
Products	666,965
S. AUGSTEIN & CO.	
Sacony Fabrics	59,798
AUSTEX FOODS INC.	220,368
Austex Beef Stew	66,813
Austex Chili	70,651
Austex Products	37,600
Austex Spaghetti & Meat Balls	42,212
Mexene Chili Powder	3,092
AUSTIN, NICHOLS & CO.	175,989
Fairfax County Whisky	2,102
Grant's Scotch Whisky	150,862
Mouquin Brandy	19,793
Virginia Gentleman Whisky	1,754
Wild Turkey Whisky	1,478
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA	87,812
AVCO MFG. CORP.	136,413
AVIANCA (COLOMBIAN NATIONAL AIRLINES)	92,882
AVIS-RENT-A-CAR SYSTEM	42,102
AVONDALE MILLS	43,335

B

BWB FOODS	
Grandma Brown's Beans	46,855
B. T. BABBITT INC.	88,185
Bab-O-Scouring Pads	15,231
Cameo Copper Cleaner	16,855
Glim Liquid Detergent	19,353
Products	36,746
BACARDI IMPORTS INC.	
Bacardi Rum	230,261
BACHELOR PARTY TOURS INC.	26,070
BADGER PAPER MILLS INC.	
Freshrap Waxed Paper	128,806
BAKERS FRANCHISE CORP.	
Lite Diet Bread	110,991
BALI BRASSIERE CO.	
Bali Bra	36,027
BALL CLINIC INC.	48,259
P. BALLANTINE & SONS	
Beer	488,627
BALTIMORE GAS & ELECTRIC CO.	765,862
BALTIMORE & OHIO RAILROAD	141,476
BALTIMORE PAINT & COLOR WORKS	
Gleem Paints	103,755
JOSEPH BANCROFT & SONS CO.	84,117
BANKERS LIFE & CASUALTY CO.	88,548
BARBASOL CO.	
Barbasol	54,654
BARCALO MFG. CO.	
Barcalounger	46,364
BARCLAY MFG. CO.	
Barclite Panels	31,210
A. S. BARNES & CO.	
Books	33,591
BARRON'S PUBLISHING CO.	
Magazines	73,816
BAR'S LEAKS WESTERN INC.	41,895
BARTON DISTILLING CO.	187,740
Bardwell Whisky	4,790
Barton Reserve Whisky	3,634
Colonel Lee Whisky	9,298
House of Stuart Scotch Whisky	7,084
Kentucky Gentlemen Whisky	136,811
Old Barton Whisky	9,134
Old Bourbon Hollow Whisky	4,126
Tom Moore Whisky	12,863
BASIC BOOKS INC.	42,089
Books	28,245
Library of Science	13,844
BATES MFG. CO	
Bedspreads	67,754
BAVARIAN BREWING CO.	
Beer	128,485
BAY PETROLEUM CORP.	
Gasoline & Oils	28,379
BAYUK CIGARS INC.	180,469
John Ruskin	13,937
Phillies	157,714
Webster	8,818
BEACON CO.	
Beacon Wax	1,315,878
JAMES B. BEAM DISTILLING CO.	727,445
Baranof Vodka	9,184
Beam's Choice & Jeam Beam Whisky	27,482
Beam's Royal Crystal & Jim Beam Whisky	1,976
Beam's Whiskies	84,164
Beam's Products	103,900
Chateaux Vodka	4,555
Dark Eyes Vodka	16,043
Gilbey's Spey Royal Scotch Whisky	17,062
Jim Beam Whisky	456,745
Old Comiskey Whisky	3,795
PH. Boilieux De Luxe Brandy	2,539
BEATRICE FOODS CO.	187,239
Beatrice Foods	4,963
La Choy Sauce	5,246
La Choy Products	126,487
Louis Sherry Jellies & Preserves	6,237
Meadow Gold Butter	8,627
Meadow Gold Dairy Products	13,924
Meadow Gold Ice Cream	11,183
Meadow Gold Milk	10,572
BEAUNIT MILLS INC.	84,208
American Bemberg	71,394
Beaunit Mills, Inc.	12,814
BEECH-NUT LIFE SAVERS	1,049,407
Beech-Nut Baby Foods	995,557
Beech-Nut Cough Drops	5,851
Beech-Nut Products	3,485
Pine Bros. Cough Drops	84,514
BELL BRAND FOODS LTD.	55,920
Bell Corn Chips	6,693
Bell Potato Chips	31,624
Bell Brand Products	1,747
Blue Bell Potato Chips	15,856
BELL & CO.	
Bell-Ans	143,470
BELL TELEPHONE CO. OF PENNSYLVANIA	449,989
BELMONT LABORATORIES CO.	
Mazon Products	50,433
BELTONE HEARING AID CO.	38,775
Hearing Aid	33,218
Hearing Glasses	5,557
BERKSHIRE KNITING MILLS	
Stockings	57,260
BUD BERMAN SPORTSWEAR INC.	44,421
OTTO BERNZ CO.	
Bernozomatic Torch	50,368
BERMUDA TRADE DEVELOPMENT BOARD	144,781
BERRY TOURS TRAVEL SERVICE	44,058
BETHLEHEM STEEL CO.	225,400
BIGELOW-SANFORD CARPET CO.	
Bigelow Carpets & Rugs	72,014
BLACK & DECKER MFG. CO.	
Power Tools	147,429
WALTER J. BLACK INC.	932,521
Walter J. Black Inc.	264,143
Black's Readers Service Co.	154,836
Classics Club Inc.	189,491
Detective Book Club	324,051
STANLEY BLACKER	
Wearing Apparel	36,397
BLACKSTONE VALLEY GAS & ELECTRIC CO.	36,871
BLAIR LABS	
Kerid	249,568
BLITZ-WEINHARD BREWING CO.	
Blitz Beer	39,999
BLOCH BROS. TOBACCO CO.	
Kentucky Club Tobacco	173,692
BLOCK DRUG CO.	179,262
Nytol	3,929
Polident	167,374
Poli-Grip	681
Rem Plus	7,211
Rem Rub	67
BLUE BELL INC.	
Wrangler Jeans	106,532
BLUE CROSS (NORTHEAST OHIO)	44,158
BLUE CROSS & BLUE SHIELD (ALABAMA)	36,690
BLUE CROSS & BLUE SHIELD (FLORIDA)	82,467
BLUE CROSS & BLUE SHIELD (ILLINOIS)	26,691
BLUE CROSS HOSPITAL SERVICE, INDIANAPOLIS & MUTUAL MEDICAL INSURANCE, INC.	84,185
SIDNEY BLUMENTHAL & CO.	
Fabrics	34,170
BOBBS-MERRILL CO.	
Books	42,414
BOEING AIRPLANE CO.	94,415
BONANZA AIR LINES INC.	40,321
BONNIE HUBBARD KUPBOARD	67,087
BOOK-OF-THE-MONTH-CLUB	1,127,260
Book-of-the-Month Club	418,474
RCA Victor Popular Album Club	531,683
RCA Victor Society of Great Music	60,673
Young Readers of America	116,430
BOONTON MOLDING CO.	
Boontenware	50,150
BOOTH FISHERIES CORP.	
Frozen Fish Products	133,850
BORDEN CO.	3,799,166
Borden's Baking Products	9,033
Borden's Buttermilk	33,483
Borden's Buttermilk & Dutch Chocolate Milk	9,052
Borden's Charlotte Freeze	3,528
Borden's Cheese Spreads	44,986
Borden's Cheese	642,210
Borden's Chocolate Malt	649
Borden's Coffee Ring	5,129
Borden's Cottage Cheese	99,262
Borden's Cream	1,725
Borden's Cream Cheese	53,349
Borden's Dairy Products	121,812
Borden's Dip 'N Chip	23,425
Borden's Dutch Chocolate Milk	25,843
Borden's Eagle Brand Condensed Milk	21,886
Borden's Egg Nog	25,035
Borden's Fruit Drinks	15,513
Borden's Grated Cheese	7,018
Borden's Ice Cream	208,287
Borden's Ice Cream & Milk	29,227
Borden's Instant Coffee	96,608
Borden's Instant Dutch Chocolate Mix	111,353
Borden's Milk	298,316
Borden's Parmesan & Romano Cheese	53,388
Borden's Sherbet	6,767
Borden's Skimmed Milk	8,132
Borden's Sour Cream	5,941
Borden's Strawberry Drink	6,641
Borden's Whipped Potatoes	1,081,922
Gail Borden Milk	1,961
Lady Borden Ice Cream	15,083
None Such Mince Meat	54,336
Pioneer Ice Cream	30
Starlac	642,027
Thompson's Egg Nog	3,020
Thompson's Milk	33,170
BORG-ERICKSON CORP.	
Borg Bath Scales	50,150

New York is a coming and a going, a tunneling and a funneling of people and the things that excite 5 million growing families of them into wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.





Media's Law:

To a seller of millinery the pulling power of an advertising medium is equal to the amount of millinery sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

- BORG-WARNER CORP. 448,445
  - Borg-Warner Fixtures 21,486
  - Long Manufacturing Co. 15,241
  - Norge Dryer 69,760
  - Norge Dryer & Range 2,397
  - Norge Dryer & Washer 54,023
  - Norge Ranges 7,191
  - Norge Refrigerator 157,127
  - Norge Washer 52,952
  - Norge Products 16,938
  - York Air Conditioner 49,553
  - York Heating Equipment 1,777
- BOSTON CONSOLIDATED GAS CO. 50,249
- BOSTON EDISON CO. 41,682
- BOTANY MILLS INC. 226,770
  - Richelieu Pearls 68,340
  - Sea & Ski 158,430
- BOURJOIS INC. 31,441
  - Bourjois Preparations 11,320
  - Christmas in July Preparations 20,121
- BOWMAN DAIRY CO. 163,206
  - Coolers 24,156
  - Cottage Cheese & Milk 12,520
  - Cottage Cheese & Sour Cream 24,156
  - Dairy Products 56,733
  - Dips 5,005
  - Egg Nog 16,912
  - Milk 1,440
  - Milk & Sta-Slim 22,284
- WALTER N. BOYSEN CO.
  - Paints 27,828
- E. J. BRACH & SONS
  - Candies 249,310
- BRANIFF INTERNATIONAL AIRWAYS 859,122
- BREAST O'CHICKEN TUNA INC. 301,127
  - Breast O'Chicken Tuna 201,025
  - Breast O'Chicken Tunies 30,097
  - Purr Cat Food 70,005
- JOS. BRECK & SONS CORP.
  - Seeds & Bulbs 56,570
- JOHN H. BRECK INC. 232,914
  - Shampoo 106,782
  - Preparations 126,132
- BRESLER ICE CREAM CO. 32,198
- BRILLO MFG. CO.
  - Brillo 380,183
- BRINM'S PLASTI-LINER CO.
  - Plasti-Liner 53,486
- BRISTOL-MYERS CO. 909,483
  - Ammens Powder 107,248
  - Bufferin 488
  - Excedrin 44,784
  - Fortisun 37,031
  - Ipana Tooth Paste 48,513
  - Miss Clairol Hair Color Bath 601,331
  - Mum 141
  - Trig 8,792
  - Vitapoints 32,690
  - Products 28,465
- BRITISH & IRISH RAILWAYS 40,125
- BRITISH MOTORS CORP. 684,311
  - Austin Cars 139,499
  - Austin-Healey Cars 154,261
  - Austin-Healey & MG Cars 8,497
  - Austin-Healey & Morris Cars 1,702
  - Austin & Morris Cars 30,564
  - British Motor Corp. Cars 51,884
  - MG Cars 148,143
  - MG & Morris Cars 6,477
  - Morris Cars 91,975
  - Rolls-Royce Cars 36,720
  - Sprite Cars 14,589
- BRITISH OVERSEAS AIRWAYS CORP. 779,574
- BRITISH TRAVEL ASSN. 43,855
- BRITISH WEST INDIAN AIRWAYS 26,181
- BROOK BOND TEA CO. 55,618
  - Red Rose Instant Coffee 940
  - Red Rose Tea 54,678
- BROOKLYN UNION GAS CO. 136,651
- EZRA BROOKS DISTILLING CO.
  - Ezra Brooks Whisky 65,652
- BROWN-FORMAN DISTILLERS CORP. 2,268,221
  - Bols Vodka 299
  - King Whisky 8,882
  - Early Times Whisky 1,230,882
  - Jack Daniel's Whisky 203,725
  - Old Forester Whisky 804,626
  - Usher's Scotch Whisky 19,807
- WALLACE BROWN INC.
  - Greeting Cards 25,189
- BROWN SHOE CO. 201,068
  - Air Step Shoes 58,355
  - Buster Brown Shoes 83,222
  - Naturalizer Shoes 59,491
- BROWN & WILLIAMSON TOBACCO CORP. 2,063,356
  - Belair 75,715
  - Life 1,516,382
  - Raleigh 12,628
  - Sir Walter Raleigh Tobacco 120,480
  - Viceroy 338,151
- BROWNBERRY OVENS 27,773
  - BrownBerry Ovens Bread 6,679
  - Catherine Clark's Bread 21,094
- BROWN'S VELVET DAIRY PRODUCTS INC. 81,815
  - Chocolate Milk 4,968
  - Ice Cream 53,958
  - Milk 12,431
  - Sherbet 10,458
- E. L. BRUCE CO.
  - Wax Products 401,705
- BRUNSWICK-BALKE-COLLENDER CO.
  - Brunswick Products 168,577
- BUBBLE UP CORP. 60,422
- BUCKINGHAM CORP.
  - Cutty Sark Scotch Whisky 366,712
- CARL BUDDIG & CO.
  - Meat Products 34,064
- BUITONI FOODS CORP. 29,611
  - Macaroni Products 15,151
  - Sauce 14,460
- BULK PETROLEUM CORP.
  - Gasoline & Oils 42,100
- BULOVA WATCH CO.
  - Radio 192,637
- BUREAU OF ENGRAVING INC.
  - Art Instruction Inc. 120,461
- BURGER BREWING CO.
  - Beer 247,923
- BURGERMEISTER BREWING CO.
  - Beer 26,121
- BURLINGTON INDUSTRIES INC. 171,870
  - Burlington Fabrics 62,204
  - Pacific Mills Worsted Co. 16,440
  - Stockings 93,226
- W. ATLEE BURPEE CO.
  - Seeds 53,698
- BUSINESS MEN'S ASSURANCE CO. OF AMERICA 32,753
- BUTLER MFG. CO.
  - Steel Buildings 47,908
- BUTTER KRUST BAKERIES INC.
  - Bread 41,855
- BUTTERFIELD CANNING CO. 41,188
  - Potatoes 10,719
  - Vegetables 30,469
- BUXTON INC. 89,087
  - Lady Buxton Products 41,656
  - Lord Buxton Products 35,699
  - Products 11,732
- BYMART TINTAIR INC.
  - Tintair 142,756

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- CABELL'S INC. 70,185
  - Chocolate Malt 10,149
  - Egg Nog Mixture 3,736
  - Ice Cream 22,736
  - Ice Cream Bar 2,313
  - Milk 31,251
- JOHN E. CAIN CO. 83,770
  - Coffee & Instant Coffee 28,079
  - Mayonnaise 48,100
  - Products 7,591
- CALGON CO. 49,201
- CALIFORNIA & HAWAIIAN SUGAR REFINING CO.
  - C&H Sugar 157,057
- CALIFORNIA PACKING CORP. 1,108,428
  - Del Monte Catsup 114,247
  - Del Monte Fruits 552,073
  - Del Monte Fruits & Juices 40,528
  - Del Monte Juices 47,886
  - Del Monte Vegetables 310,825
  - Del Monte Products 42,869
- CALIFORNIA PHYSICIANS SERVICE 46,553
- CALIFORNIA STATE DEPT. OF AGRICULTURE WINE PROMOTION 286,625
- CALIFORNIA-WESTERN STATES LIFE INSURANCE CO. 29,036
- CALORIC APPLIANCE CORP.
  - Ranges 27,766
- CALTEX DISTRIBUTORS INC.
  - Pasitabs Tablets 27,689
- HARRY T. CAMPBELL SONS CORP.
  - Sakrete 121,171
- CAMPBELL SOUP CO. 4,906,207
  - Campbell's Beans 430,399
  - Campbell's Tomato Juice 109,286
  - Campbell's Soup 2,192,751
  - Franco-American Gravy 82,460
  - Franco-American Spaghetti 407,754
  - Swanson Frozen Foods 15,878
  - Swanson Frozen Pies 41,335
  - Swanson Frozen Poultry Products 55,594
  - Swanson TV Dinners 1,231,163
  - Swanson TV Dinners & Main Courses 130,553
  - V-8 209,034
- S. H. CAMP & CO.
  - Supports 30,520
- CANADA DRY CORP. 1,192,009
  - Canada Dry Beverages 931,923
  - Canada Dry Vodka 6,475
  - Glamor Beverages 3,409
  - Hi Spot 3,400
  - Johnnie Walker Scotch Whisky 224,695
  - Pedro Domecq Brandies 22,107
- CANADA STEAMSHIP LINES 65,968
- CANADIAN BREWERIES LTD. 195,467
  - Carling's Black Label Beer 131,784
  - Carling's Black Label & Red Cap Ale 32,906
  - Carling's Red Cap Ale 1,041
  - Heidelberg Beer 4,140
  - Stag Beer 25,596
- CANADIAN CONSULATE GENERAL 25,573
- CANADIAN GOVERNMENT TRAVEL BUREAU 317,122
- CANADIAN NATIONAL RAILWAYS 655,833
  - Canadian National Railway 415,964
  - Grand Trunk Western 9,459
  - Trans-Canada Air Lines 230,410
- CANADIAN PACIFIC RAILWAY CO. 692,554
  - Air Lines 76,525
  - Railway 354,686
  - Steamships 261,343
- CANAM SALES CO. 27,975
- CANDYGRAM INC. 79,948
- JOHN B. CANEPA CO.
  - Red Cross Macaroni Products 67,096
- J. A. CANFIELD CO. 32,364
- CANNON MILLS INC. 144,617
  - Sheets 9,482
  - Sheets & Towels 16,920
  - Spreads 118,215
- CANUTE CO.
  - Water 163,344
- CAPITAL AIRLINES 1,216,512
- CAPP HOMES 32,046
- CARAVAN TOURS 85,265
- CARISULPHOIL CO.
  - Foille Spray 27,207
- CAREY SALT CO. 29,811
- CARGILL INC. 81,309
  - Cargill Miracle Mulch 37,137
  - Nutrena Dog Food 44,172
- CARIBBEAN CRUISE LINE 66,446
- CARILLON IMPORTERS LTD. 53,700
  - Antiquary Scotch Whisky 1,639
  - Bardinet Brandy 26,914
  - Cherry Marnier & Grand Marnier 2,244
  - Gold Leaf Cognac 8,307
  - V.O.L. Scotch Whisky 14,596
- CARNATION CO. 2,987,661
  - Albers Cereals 22,469
  - Albers Corn Bread & Muffin Mix 33,004
  - Albers Pancake & Waffle Mix 125,179
  - Carnation Corn Flakes 42,204
  - Carnation Cottage Cheese 13,402
  - Carnation Dairy Products 19,718
  - Carnation Evaporated Milk 718,095
  - Carnation Ice Cream 57,625
  - Carnation Instant Dry Milk 450,868
  - Carnation Instant Wheat 16,307
  - Friskies Cat & Dog Food 1,162,071
  - Friskies Cat Food 125,474
  - Friskies Dog Food 161,778
  - Morning Evaporated Milk 36,850
  - Simple Simon Ease Yeast Dough 2,617
- CAROLINA POWER & LIGHT CO. 52,246
- CARRIER CORP. 286,124
  - Bryant Heating Equipment 10,765
  - Carrier Air Conditioner 247,125
  - Carrier Heat Pump Weathermaker 21,340
  - Jetglas Water Heater 6,894
- CARTAN & EASTERN SHIPPING CORP. 26,089
- CARTAN TRAVEL BUREAU INC.
  - Tours 84,872
- CARTER PRODUCTS INC. 195,996
  - Carter's Little Pills 2,427
  - Colonaid 57,169
  - Effisan 1,937
  - Frenchette Dressing 67,616
  - Italianette Dressings 26,371
  - Mayonette 36,018
  - Nair 1,825
  - Rise 2,633
- CARTER WILLIAM CO. 127,560
  - Knit Baby Wear 66,760
  - Knit Sleepwear 27,110
  - Sleepwear & Underwear 33,690
- CASSER TOURS 27,614
- CATHOLIC KNIGHTS OF ST. GEORGE 54,076
- CAT'S PAW RUBBER CO.
  - Heels & Soles 227,259
- CELANESE CORP. OF AMERICA 186,572
  - Arnel 110,857
  - Plastics 75,715
- CENTRAL DRUG CO.
  - Diaper Pure 27,491
- CENTRAL HUDSON GAS & ELECTRIC CORP. 26,637
- CENTRAL ILLINOIS LIGHT CO. 103,480
- CERIBELLI & CO.
  - Brioschi 50,731
- CHAMBER OF COMMERCE CANADA 28,289
- CHEERFUL CARD CO. 52,494
- CHEMICAL COMPOUNDS, INC. STP 46,081
- CHEMSTRAND CORP. 207,202
- CHESAPEAKE & OHIO RAILWAY CO. 48,850
- CHESAPEAKE & POTOMAC TELEPHONE COMPANIES 502,140
- CHESEBROUGH-POND'S INC. 714,100
  - Pertussin 26,944
  - Pond's Preparations 283,872
  - Prince Matchabelli Preparations 24,851
  - Seaforth Products 79,533
  - Vaseline Hair Tonic 298,900
- CHICAGO AMERICAN PUBLISHING CO. 81,755
- CHICAGO BURLINGTON & QUINCY RAILROAD 240,834
- CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD 202,252
- CHICAGO & NORTHWESTERN RAILWAY 28,974
- CHICAGO PRINTED STRING CO.
  - Tie-Tie Gift Wrappings 94,706
- CHICAGO, ROCK ISLAND & PACIFIC RAILROAD 78,284
- CHICAGO TRIBUNE 42,111
- CHICKEN OF THE SEA TUNA INC. 194,472
  - Chicken of The Sea Tuna 166,314
  - White Star Tuna 28,158
- CHILTON CO. 57,596
- CHILTON GREETINGS CO.
  - Greeting Cards 77,190
- CHOCK FULL O'NUTS CORP.
  - Coffee 97,712
- HENRY I. CHRISTAL CO. 30,960
- CHRYSLER CORP. 17,193,094
  - Chrysler Airtemp 71,778
  - Chrysler Cars 2,408,518
  - Chrysler & Dodge Cars 7,002
  - Chrysler & Imperial Cars 121,184
  - Chrysler & Plymouth Cars 108,888
  - Dart Cars 44,717
  - De Soto Cars 1,691,578
  - De Soto & Plymouth Cars 252,812
  - Dodge Cars 3,246,190
  - Dodge & Plymouth Cars 232,958
  - Dodge & Simca Cars 13,912
  - Dodge Truck 12,054
  - Fargo Trucks 7,488
  - Imperial Cars 778,988
  - Plymouth Cars 5,714,666
  - Plymouth & Valiant Cars 21,714
  - Simca Cars 1,700
  - Valiant Cars 919,727
  - Institutional 1,537,220
- CHUN KING SALES INC. 144,798
  - Chun King Frozen Foods 37,216
  - Chun King Products 104,005
  - Jeno's Italian Foods 3,577
- CHURCH & DWIGHT CO.
  - Arm & Hammer Washing Soda 161,099
- CINCINNATI GAS & ELECTRIC CO. 115,669
- CINCINNATI & SUBURBAN BELL TELEPHONE CO. 117,878
- CIRCLE LINE SIGHTSEEING YACHTS, INC. 35,181
- CITADEL PRESS 36,848
- CITIES SERVICE CO. 117,985
  - Gasoline & Oil 75,251
  - Institutional 42,734
- CITIZENS GAS & COKE UTILITY 84,357
- CITROEN CARS CORP. 89,273
  - Citroen Cars 73,037
  - Panhard Cars 16,236
- CIT TRAVEL SERVICE INC. 35,748
- CITY OF ST. PETERSBURG, DEPT. OF GAS 40,184
- CITY PRODUCTS CORP.
  - P.O.C. Beer 45,398
- CLARK BROS. CHEWING GUM CO. 62,863
- CLARK-CLEVELAND INC. 673,270
  - Fasteeth 651,601
  - Kurb 21,669
- CLARK EQUIPMENT CO. 41,008
- CLARK OIL & REFINING CORP. 96,998
  - Fuel Oil 4,613
  - Gasoline & Oil 92,385
- CLAUSSEN BAKING CO. 34,446
  - Bread 29,858
  - Cakes 4,588
- CLIMALENE CO. 95,259
  - Bowlene 36,850
  - Climalene 58,409
- CLING PEACH INDUSTRY OF CALIFORNIA
  - California Cling Peaches 216,047
- CLIPPER LINE INC. 26,915
- CLUB ALUMINUM PRODUCTS CO. 137,845
  - Cookware 129,985
  - Inland Glass Products 7,860
- CLUETT, PEABODY & CO.
  - Arrow Shirts 118,142
- COCA-COLA CO. 1,197,957
  - Coca-Cola 1,192,427
  - Fanta 5,530
- COLEMAN CO. 36,352
  - Heating Equipment 8,121
  - L P Gas 1,581
  - Snow-Lite Cooler 26,650
- COLGATE-PALMOLIVE CO. 7,300,542
  - Ad 643,187
  - Ajax 832
  - Cashmere Bouquet Soap 954,179
  - Cashmere Bouquet Preparations 26,145
  - Colgate Dental Cream 1,668,665
  - Colgate Instant Shave 233,643
  - Colgate-Palmolive Products 21,412
  - Fab 818,260
  - Florient 530,326
  - Genie 82,387
  - Halo Shampoo 992,988
  - Kan-Kil 1,567
  - Lustre Creme Shampoo 103,126
  - Palmolive 132,703
  - Spree 41,669
  - Super Suds 226,352
  - Vel 256,884
  - Veto 566,217
- COLLINS & AIKMAN CORP. 93,968
- HAL COLLINS CO.
  - Bakers Hair Tonic 86,860
- COLONIA INC.
  - 4711 Preparations 55,628
- COLONIAL BAKING CO.
  - Baking Products 87,780
- COLUMBIA BROADCASTING SYSTEM 2,127,269
  - CBS Television Network 1,244,316
  - Columbia Phonograph 48,044
  - Columbia Record Club 752,652
  - Columbia Records 82,257
- COLUMBIA GAS SYSTEM 50,815
- COLUMBIA PICTURES CORP. 82,769
- COLUMBUS COATED FABRICS CORP.
  - Wall-Tex 69,195
- COLUMBUS GAS CO. 53,703
- COLUMBUS & SOUTHERN OHIO ELECTRIC CO. 95,354
- COMET RICE MILLS
  - Rice 161,456
- COMMERCIAL TRAVELERS MUTUAL ACCIDENT ASSN. OF AMERICA 129,553
- COMMITTEE AGAINST SUMMIT ENTANGLEMENTS 39,555
- COMMONWEALTH EDISON CO. 277,141
- COMMONWEALTH OF PENNSYLVANIA 39,424
- COMMONWEALTH OF PUERTO RICO-ECONOMIC DEVELOPMENT ADMINISTRATION 199,321
  - Commonwealth of Puerto Rico 39,879
  - Puerto Rican Rums 159,442
- COMMONWEALTH PRODUCTS INC. 71,658
  - Alumi-Glo 25,005
  - Alumi-Glo & Copper Glo 37,895
  - Copper Glo 8,758
- COMMUNICATIONS WORKERS OF AMERICA 66,147
- COMPAGNIE GENERALE TRANS-ATLANTIQUE FRENCH STEAMSHIP LINE
  - French Line 269,798
- COMSTOCK FOODS INC.
  - Pie Filling 76,447
- CONE MILLS INC. 64,122
  - Cone Corduroy 37,639
  - Towels 26,483
- CONGOLEUM-NAIRN INC. 416,709
  - Floor Covering 73,986
  - Forecast Vinyl Floors 54,523
  - Gold Seal Congoleum 288,200
- CONNECTICUT DEVELOPMENT COMMISSION 49,503
- CONNECTICUT LIGHT & POWER CO. 41,865
- CONNECTICUT MEDICAL SERVICE INC. 63,517
- CONSOLIDATED CIGAR SALES CO. 1,961,160
  - Dutch Masters 562,672
  - El Producto 798,956
  - Harvester 62,138
  - La Palina 146,302
  - Lovera 45,503
  - Muriel 345,589
- CONSOLIDATED DAIRIES INC. 149,780
  - Darigold Butter 33,916
  - Darigold Dry Milk 7,338
  - Darigold Evaporated Milk 4,812
  - Darigold Milk 9,878
  - Darigold Yogurt 1,250
  - Darigold Products 92,586
- CONSOLIDATED EDISON CO. OF NEW YORK 532,913
- CONSOLIDATED FOODS CORP. 273,502
  - Blossom Ice Cream 1,310
  - Blossom Milk 9,698
  - Monarch Products 14,203
  - Phillips Soups 1,199
  - Sara Lee Frozen Baking Products 28,257
  - Sara Lee Frozen Cakes 154,887
  - Sara Lee Frozen Chicken Products 58,997
  - Sara Lee Kitchens 4,954
- CONSOLIDATED NATURAL GAS CO.
  - East Ohio Gas Co. 196,655
- CONSOLIDATED ROYAL CHEMICAL CORP. 53,865
  - Kolor Bak 44,760
  - Peruna 9,105
- CONSOLIDATED SUN RAY INC.
  - Vitasafe Vitamins 696,936
- CONSUMER LABORATORIES 107,547
  - Oragen 5,293
  - Pronite 23,081
  - Tirend 79,173
- CONSUMERS POWER CO. 37,583
- CONTINENTAL AIR LINES 1,301,893
- CONTINENTAL BAKING CO. 2,177,571
  - Cobakco Bread 2,798
  - Continental Baking Products 13,910
  - Continental Bread 8,732
  - Daffodil Farm Bread 68,958
  - Hostess Bakery Products 35,233
  - Hostess Handi-Pie 18,214
  - Hostess Pie Cake 1,598
  - Morton Baking Products 51,075
  - Morton Frozen Foods 62,507
  - Morton Frozen Pies 45,554
  - Morton Frozen Rolls 10,251
  - Profile Bread 255,464
  - Wonder Baking Products 198,475
  - Wonder Bread 1,285,646
  - Wonder Bread & Buns 35,911
  - Wonder Bread & Rolls 66,598
  - Wonder Brown-N-Serve 2,885
  - Wonder Buns 13,762
- CONTINENTAL CASUALTY CO. 899,623
- CONTINENTAL OIL CO. 696,837
  - Conoco Gasoline & Oil 691,208
  - Conoco Heating Oil 5,629
- CONTINENTAL WAX CORP.
  - Six Month Floor Wax 46,031
- COOK CHEMICAL CO.
  - Real-Kill 233,931
- THOMAS COOK & SON 288,286
- COOPER'S INCORPORATED 25,628
- COOPER TIRE & RUBBER CO.
  - Tires 33,729
- ADOLPH COORS CO.
  - Beer 43,785
- CORN PRODUCTS CO. 1,459,018
  - Best Foods Mayonnaise 96,422
  - Best Foods Pickles 1,725
  - Bosco 27,054
  - Hellmann's Mayonnaise 517,701
  - Hellmann's Salad Dressing 26,619
  - Karo 220,525
  - Kasco Dog Food 130,859
  - Mazola 6,089
  - Niagara Starch 180,819
  - Nucoa Margarine 4,798
  - Nu-Soft 9,056
  - Presto Cake Flour 16,484
  - Shinola Shoe Polish 192,334
  - Skippy Peanut Butter 28,530
- CORO INC. 35,025
- J. H. COSTELLO 28,848
  - Frozen Dessert 17,091
  - Ice Cream 11,757
- COTT BEVERAGE CORP.
  - Beverages 385,737
- COTY INC.
  - Preparations 270,799
- COUPON MAGAZINE INC. 50,953
- COURTAULDS INC.
  - Preparations 34,171
- COWARD-MCCANN INC. 44,619
- COWLES MAGAZINES INC.
  - Look 335,381
- CRANSTON PRINT WORKS CO.
  - Fabrics 68,340
- CREAMETTE CO. 121,885
  - Creamettes Macaroni Products 120,536
  - Whiz Frozen Cakes 1,349
- CREAMLAND DAIRIES INC.
  - Milk 39,990
- CREOMULSION CO.
  - Creomulsion 57,428
- CRIBBEN & SEXTON CO.
  - Universal Ranges 81,299
- CROMPTON-RICHMOND CO.
  - Fabrics 153,766
- THOMAS Y. CROWELL CO. 47,584
- CROWLEY DAIRY CO. 60,223
  - Coffee Dairy Drink 1,039
  - Cottage Cheese 21,451
  - Cream & Egg Nog 1,637
  - Dairy Products 25,533
  - Milk 5,229
  - Yogurt 5,334
- CROWN CENTRAL PETROLEUM CORP. 34,517
  - Gasoline & Oil 31,286
  - Heating Oil 3,231
- CROWN PUBLISHERS 57,667
- CROWN ZELLERBACH CORP. 104,419
  - Chiffon Tissues 61,845
  - Zee Paper Towels 37,302
  - Zee Waxed Paper 5,272
- CUBANA DE AVIACION
  - Airlines 63,066
- CUBAN TOURIST COMMISSION 149,497
- CUDAHY PACKING CO. 346,086
  - Bar-S Meat Products 197,849
  - Cudahy Meat Products 91,858
  - Patrick Cudahy Meat Products 15,680
  - Virginia Reel Meat Products 40,699
- CUNARD STEAMSHIP CO. 428,296
- CURTIS PUBLISHING CO. 2,442,550
  - American Home 81,921
  - Holiday 74,994
  - Ladies' Home Journal 558,058
  - Saturday Evening Post 1,727,577
- CURTISS CANDY CO. 415,331
  - Baby Ruth 118,534
  - Baby Ruth & Butterfinger 18,896
  - Curtiss Candies 277,901
- CURTISS-WRIGHT CORP. 142,672
  - Air-Car 14,107
  - Combustion Power Unit 51,860
  - Curon Wall Covering 7,152
  - Marine Products 1,960
  - Road-Paving Material 1,362
  - Rotating Combustion Engine 1,034
  - Institutional 65,197

D

- D. C. TRANSIT SYSTEM INC. 106,244
  - Bus Transport 75,300
  - Trans-Caribbean Airways 30,944
- D K W AMERICAN, INC.
  - D K W Cars 30,431
- D-W-G CIGAR CORP. 176,338
  - Marlin 52,577
  - R. G. Dun 122,118
  - San Felice 1,643
- DAIRYMEN'S COOPERATIVE SALES ASSN. 45,544
  - Dairymen's Ice Cream 9,934
  - Dairymen's Milk 10,707
  - Dairymen's Products 24,903
- DAIRYMEN'S LEAGUE CO-OPERATIVE ASSN. 87,419
  - Dairylea Cheese 1,728
  - Dairylea Cottage Cheese 8,937
  - Dairylea Cream 215
  - Dairylea Egg Nog 3,282
  - Dairylea Ice Cream 12,796
  - Dairylea Milk 60,460
- DALLAS POWER & LIGHT CO. 74,307
- DANDRICIDE CO. 25,369
- DAN RIVER MILLS INC.
  - Cottons 51,256
- H. DAROFF & SONS INC. 54,791
  - H. Daroff & Sons Inc. 26,227
  - House of Worsted-Tex 28,564

DAVIDOW CO.	
Wearing Apparel	28,339
DAVIDSON BAKING CO.	31,592
Baking Products	9,081
Bread	22,511
DAVOL RUBBER CO.	
Nurser	90,123
DAYSTROM INC.	208,314
Furniture	206,808
Weston Exposure Meters	1,506
DAYTON POWER & LIGHT CO.	34,279
DEAN MILK CO.	411,073
Buttermilk	22,343
Cottage Cheese	25,892
Dip & Dressing	10,242
Egg Nog	19,266
Half & Half	1,675
Ice Cream	105,127
Milk	100,642
Ready Shake	1,480
Sour Cream	23,850
Vim	82,652
Products	17,904
DECORATIVE SHOWROOMS GUILD	25,853
DEERING MILLIKEN & CO.	
Fabrics	64,176
DEJUR-AMSCO CORP.	91,141
DeJur Cameras	65,814
DeJur Cameras & Projectors	9,962
DeJur Projectors	8,657
DeJur Stenomatic & Stenorette	6,708
DELAWARE, LACKAWANNA & WESTERN COAL CO.	27,516
Blue Coal	21,892
Glen Alden Coal	5,624
DELAWARE, LACKAWANNA & WESTERN RAILROAD CO.	58,290
DELTA AIR LINES	2,154,953
DENMARK CHEESE ASSN.	
Danish Blue Cheese	57,954
FRANCES DENNEY	
Toilet Preparations	26,281
DENVER CHEMICAL MFG. CO.	54,766
Antiphlogistine Poultice	17,495
Dencorub	15,976
Dr. Hands' Products	1,332
VM Preparations	19,963
DERBY FOODS, INC.	1,886,115
Derby Foods	6,309
Peter Pan Milkrunch	9,512
Peter Pan Peanut Butter	1,870,294
DETROIT EDISON CO.	83,309
DETROIT HARVESTER CO.	
Moto-Mower	46,511
DETROIT NEWS	47,401
E. C. DE WITT & CO. INC.	204,147
De Witt's Pills	120,621
Manzan	83,526
DIAMOND CRYSTAL SALT CO.	143,398
DIAMOND WALNUT GROWERS INC.	
Walnuts	375,145
DISTILLERS CORP.-SEAGRAM'S LTD.	11,373,763
B & G Wines	34,170
Calvert Gin	330,559
Calvert Gin & Reserve Whisky	14,783
Calvert Reserve Whisky	749,536
Calvert Rum	1,122
Canadian Ten Whisky	50,786
Carstairs White Seal Whisky	788,868
Cherry Kijafa	1,545
Chivas Regal Scotch Whisky	28,678
Coldene Nasal Spray	11,846
Four Roses Antique	744,317
Four Roses Whisky	1,112,962
Gallagher & Burton Black Label Whisky	94,302
Gallagher & Burton Black Label & White Label Whisky	9,019
Hunter Whisky	273,944
Kessler's Whisky	389,906
Kessler's Gin	920
Kessler's Gin & Whisky	3,537
Lord Calvert Whisky	704,793
Martell Brandy	105
Mumm's Champagne	18,553
Myer's Rum	2,847
Noilly Prat Vermouth	21,645
Old Lewis Hunter Whisky	56,817
Paul Jones Whisky	319,722
Seagram's Distillers Corp.-Institutional	150,953
Seagram's Gin	630,752
Seagram's Products	87,916
Seagram's 7 Crown Whisky	2,912,268
Seagram's V. O. Whisky	1,095,271
Ting	172,365
Tio Pepe	3,141
White Horse Scotch Whisky	294,776
Wilson Whisky	180,607
Wolfschmidt Vodka	80,432
DIXIE BREWING CO.	
Beer	29,503
DR. PEPPER CO.	112,290
DODD, MEAD & CO.	
Books	53,753
HARRY DOEHLA & ASSOCIATES	
Greeting Cards	35,643
DOLCIN CORP.	
Dolcin	148,851
REUBEN H. DONNELLEY CORP.	44,501
DORMEYER CORP.	52,524
Air Purifier	20,451
Appliances	2,348
Coffeemaker	15,204
Mixer	1,328
Tools	13,193
DORMIN INC.	
Dormin	60,207
DOUBLEDAY & CO.	3,055,069
American Geographical Society	3,060
Around the World Program	435,756
Audubon Nature Program	27,394
Doubleday & Co.	359,387
Doubleday, Nelson Inc.	125,933
Doubleday One Dollar Book Club	1,187,293
Know Your America Program	21,755
Know Your Bible Program	318,419
Literary Guild of America, Inc.	515,371
Science Program	60,701
J. A. DOUGHERTY'S SONS INC., DISTILLERS	39,749
Dougherty's De Luxe Whisky	83
Governor's Club Whisky	39,666
DOUGHNUT CORP. OF AMERICA	61,951
Downyflake Frozen French Toast	7,533
Downyflake Frozen Waffles	54,418
DOUGLAS AIRCRAFT CO.	80,125
DOW CHEMICAL CO.	162,906
Dow Antifreeze	5,995
Dow Chemical Co.	54,376
Dowpon	9,227
Saran Wrap	87,329
Zefran	5,979
DOYLE PACKING CO. OF NEW JERSEY	
Strongheart Dog Food	94,967
DREWRY'S LTD., U.S.A.	
Drewry's Beer	356,148
DREXEL FURNITURE CO.	
Furniture	103,750
DREYFUS, ASHBY & CO.	103,707
Carpano Vermouth	65
Long John Scotch Whisky	103,642
DRUG RESEARCH CORP.	415,195
Insta-Pep Vitamins	91,653
Insta-Pep Vitamins & Regimen Tablets	30,370
Man Tan	78,965
Regimen Tablets	207,257
Super Sustamin 2-12	6,950
DUBUQUE PACKING CO.	
Meat Products	30,288
DUFFY-MOTT CO.	495,709
Clapp's Baby Foods	135,570
Mott's AM-PM Juice Drinks	5,698
Mott's Apple Juice	15,724
Mott's Apple Sauce	85,997
Mott's Juices	121,700
Sunsweet Prune Juice	131,020
DUGAN BROS.	70,167
Bread	57,047
Cake	7,291
Pies	3,255
Products	2,574
DUKE POWER CO.	290,520
DUMAS MILNER CORP.	69,173
Perma Starch	56,874
Pine-Sol	7,954
Yarn-Glo	4,345
ALLEN B. DU MONT LABORATORIES	
Television	47,330
DUNCAN COFFEE CO.	328,517
Admiration Coffee	28,217
Boscul Coffee & Instant	30,912
Maryland Club Coffee	84,412
Maryland Club Coffee & Instant Coffee	134,348
Maryland Club Instant Coffee	50,628
DUNLOP TIRE & RUBBER CO.	70,183
DUON INC.	
Vita-Fluff Shampoo	45,441
E. I. DU PONT DE NEMOURS & CO.	1,806,412
Dacron	262,562
Garden Products	71,643
Grasselli	219
Karmex	593
Mansate	1,912
Neoprene	4,022
Nugreen	2,685
No. 7 Polish & Car Wax	155,865
Nylon	104,744
Orlon	258,058
Paints	198,316
Zerex	303,907
Zerone	86,813
Zerone & Zerex	53,648
Institutional	149,270
Products	152,155
DUQUESNE BREWING CO. OF PITTSBURGH	37,564
DUQUESNE LIGHT CO.	181,113
E. P. DUTTON & CO.	
Books	106,870
DYNAMICS LETTER INC.	28,478

E

EAGLE AIRWAYS (BERMUDA) LTD.	47,561
EASTCO INC.	334,851
Clearasil	121,612
Clearasil Shampoo	5,346
Cura-Ped	15,802
Dr. Merricks Pet Products	113,361
Espotabs	60,058
Scratchex	16,723
Sulfodene	1,949
EASTERN AIR LINES	4,294,856
EASTERN SHIPPING CORP.	239,333
EASTMAN KODAK CO.	1,965,392
Brownie Movie Camera & Projector	29,828
Chromspun	23,352
Eastman Chemical Products	27,753
Eastman Kodak Co.-Institutional	9,968
Eastman Kodel	184,541
Eastman Verel	32,461
Kodak Cameras	57,577
Kodak Cameras & Film	305,554
Kodak Cameras & Projectors	262,144
Kodak Products	1,016,882
Tenite Acetate	10,787
Verifax	4,545
ECLIPSE SLEEP PRODUCTS INC.	
Mattress	87,464
ECONOMICS LABORATORY INC.	261,301
Electra Sol	88,926
Finish Detergent	114,808
Soilax	57,567
S. M. EDISON CHEMICAL CO.	
Dermassage	137,417
ALBERT EHLERS INC.	
Coffee	52,314
EL AL ISRAEL AIRLINES LTD.	135,843
ELECTRIC AUTO-LITE CO.	73,768
Auto-Lite Batteries	48,370
Auto-Lite Spark Plugs	25,398
ELECTRIC STORAGE BATTERY CO.	69,476
Exide Batteries	5,129
Grant Batteries	1,388
Willard Batteries	62,959
ELECTRICAL ASSN. OF PHILADELPHIA	80,036
ELLIOT PAINT & VARNISH CO.	27,876
EL PASO NATURAL GAS CO.	51,006
EMBASSY DAIRY INC.	
Milk	38,505
EMBASSY PICTURES CORP.	
Motion Pictures	77,066
EMBASSY TOURS INC.	45,399

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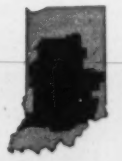

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EMERSON RADIO & PHONOGRAPH CORP. 225,511
Phonograph 31,695
Quiet Kool Air Conditioner 22,503
Radio 95,276
Radio & Television 24,515
Television 40,503
Products 11,019
EMPIRE STATE PICKLING CO. 25,566
Silver Floss Sauerkraut 22,367
Silver Floss Sauerkraut Juice 3,199
EMPLOYERS CASUALTY CO. 55,960
ENCYCLOPEDIA BRITANNICA INC. 210,396
Encyclopedia Britannica 175,087
Great Books of The Western World 35,309
EQUITABLE GAS CO. 86,758
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U.S. 121,377
ERIE BREWING CO.
Koehler's Beer 32,087
ESQUIRE INC. 168,211
Coronet 107,060
Esquire 61,151
ETHYL CORP. 79,217
EUREKA WILLIAMS CORP.
Eureka Vacuum Cleaners 327,979
EVERFAST FABRICS INC.
Fabrics 34,171
EVERSHARP INC.
Schick Blades & Razors 590,019
EXERCYCLE CORP.
Exercycle 66,549
EZO PRODUCTS CO. 81,010
Ezo Dental Cushions 77,398
Press-O-Matic Iron 3,612

F

MAX FACTOR & CO.
Preparations 123,755
FADEX COMMERCIAL CORP. 34,565
B M W Cars 2,690
Isetta Cars 4,090
Prinz Cars 27,785
FAIRBANKS WHITNEY CORP. 46,000
FAIRMONT FOODS CO. 135,730
Cottage Cheese 29,347
Dairy Products 29,745
Dip'n Snak 13,006
Frozen Fruits 30,562
Ice Cream 23,808
Milk 9,262
FALLS CITY BREWING CO. 270,065
Falls City Beer 263,576
Great Falls Beer 6,489
FALSTAFF BREWING CORP. 220,759
FAMILY CIRCLE INC. 77,531
FAMILY GARDEN'S NURSERY SALES CO. 126,623
FAMOUS ARTISTS SCHOOL INC. 219,409
FARM & HOME EQUIPMENT CO. 58,090
FARMERS INSURANCE GROUP 410,016
FARRAR, STRAUS & CUDAHY INC. 69,802
FAWCETT PUBLICATIONS INC.
True 50,509
FRED FEAR & CO. 45,373
Doxsee Clam Chowder 37,174
Doxsee Clams 5,019
Magic Wand 3,180
FEDDERS CORP.
Air Conditioners 131,757
FEHR BROS. BREWING CO. 133,412
H. FENDRICH INC. 38,784
Bankers Choice 3,823
Cadets 3,427
La Fendrich 31,534
FERGUS IMPORTED CARS INC.
Borgward Cars 94,772
FIAT MOTOR CO.
Fiat Cars 469,571
FIELD ENTERPRISES INC. 439,664
Chicago Daily News 8,943
Chicago Sun-Times 9,041
Simon & Schuster 421,680
HENRY FIELD SEED & NURSERY CO. 31,061
J. H. FILBERT INC. 575,227
Honey Gold Margarine 13,802
Mrs. Filbert's Margarine 499,671
Mrs. Filbert's Mayonnaise 15,956
Mrs. Filbert's Products 45,798
FILON PLASTIC CORP. 47,457
FINANCIAL WORLD 111,407
FIREMAN'S FUND INSURANCE CO. 113,704
FIRESTONE TIRE & RUBBER CO. 1,954,355
Power Mower 1,600
Tires 1,864,666
Velon Fabrics 3,376
Institutional 33,417
Products 51,296
FISCHER BAKING CO.
Baking Products 56,251
FISHER BREWING
Beer 25,152
FLAV-R-STRAWS INC. 35,531
FLEETWOOD CO. 158,435
Larson's S. M.D. 43,189
Tintz Shampoo 45,339
Wate-On 69,907
FLEXEES INC. 33,171
FLEX-O-GLASS INC. 27,526
Flex-O-Glass 22,167
Warp's Window Materials 5,359
FLORIDA CITRUS COMMISSION 2,452,765
Frozen Orange Juice 866,411
Fruits & Juices 164,644
Grapefruit 278,303
Juices 815,835
Orange Juice 13,771
Oranges 251,817
Tangerines 61,984
FLORIDA CITRUS EXCHANGE 32,029
Florigold Grapefruit 22,422
Florigold Oranges 9,607
FLORIDA FRUIT & VEGETABLE ASSN. 47,652
FLORIDA POWER CORP. 29,993
FLORIDA POWER & LIGHT CO. 91,486
FLORISTS' TELEGRAPH DELIVERY ASSN. 178,994
FLYING TIGER LINE INC. 72,397
J. A. FOLGER & CO. 532,509
Coffee 374,778
Instant Coffee 157,731
FOOD SPECIALTIES INC.
Appian Way Pizza Mix 50,359
FORBES INC. 34,855
FORD MOTOR CO. 19,679,542
Anglia Cars 206,921
Consul Cars 6,993
Continental Cars 46,223
Continental & Lincoln Cars 219,786
Edsel Cars 1,669,309
Edsel & Mercury Cars 125,693
Falcon Cars 521,791
Falcon & Ford Cars 173,851
Ford Banda Bumpers 1,848
Ford Cars 9,480,716
Ford International 222,496
Ford & Lincoln Cars 3,927
Ford & Thunderbird Cars 1,282
Ford Tractors 11,612
Ford Trucks 595,409
Ford Used Cars 280,167
Lincoln Cars 184,713
Lincoln & Mercury Cars 232,244
Mercury Cars 4,008,260
Taurus Cars 189,420
Thunderbird Cars 74,567
Institutional 1,422,314
FOREMOST DAIRIES INC. 256,393
Dolly Madison Ice Cream 23,033
Foremost Buttermilk 9,694
Foremost Buttermilk & Ice Cream 2,609
Foremost Cottage Cheese 9,389
Foremost Dairy Products 35,256
Foremost Evaporated Milk 43,513
Foremost Ice Cream 40,646
Foremost Milk 89,303
Golden State Milk 2,950
FORREST KEELING NURSERY 35,734
FORT HOWARD PAPER CO. 63,235
Page Paper Products 18,683
Page Tissue 44,552
FORT PITT BREWING CO.
Beer 26,406
FOSTER-MILBURN CO. 548,328
Doan's Pills 489,183
Ice-Mint 59,145
FOUR WINDS TRAVEL 27,468
FRANK TEA & SPICE CO. 42,572
Frank's Red Hot Sauce 9,013
Frank's Red Hot Sauce & Mister Mustard 20,725
Mister Mustard 12,834
FREEWAX CORP. 29,463
FREIHOFER BAKING CO.
Baking Products 62,132
FRITO CO. 42,364
Fritos 29,893
New Era Potato Chips 12,471
FROMM & SICHEL
Christian Brothers Brandy 87,687
FRONTIER AIRLINES 63,945
FRONTIER REFINING CO.
Gasoline & Oil 51,781
W. P. FULLER & CO.
Paints 331,492
FULWOODS PLANT CO.
Plant Farms 39,749
FUNK & WAGNALLS CO. 43,399
FURNESS BERMUDA STEAMSHIP LINE 172,970
FUTORIAN-STRATFORD FURNITURE CO.
Stratolounger 82,156

G

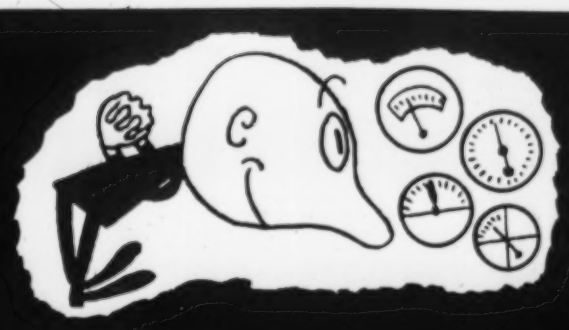
E. & J. GALLO WINERY 134,948
Eden Roc Wine 53,977
Gallo Wine 53,032
Paisano Wine 27,939
GANCIA PRODUCTS IMPORT CORP. 53,635
Vermouth 44,225
Wine 9,410
GARCELON STAMP CO. 25,888
GARCIA Y VEGA, INC.
Cigars 90,595
GAS SERVICE CO. (KANSAS CITY) 82,314
GAS SERVICE CO. (WICHITA) 47,516
GELVATEX COATING CORP.
Paints 37,870
GENERAL BAKING CO. 204,565
Bond Bread 126,239
O'Connell's Irish Oatmeal Bread 45,054
Olympic Meal Bread 33,272
GENERAL CIGAR CO. 1,746,957
Aurelia 22,518
Corina 289,923
Robert Burns 145,556
Van Dyck 607,578
White Owl 681,382
GENERAL DYNAMICS CORP. 69,314
Convair 28,843
Institutional 40,471
GENERAL ELECTRIC CO. 7,591,773
GE Air Conditioner 566,443
GE Appliances 184,931
GE Blanket 2,683
GE Can Opener 52,600
GE Clocks 94,536
GE Dishwasher 193,598
GE Dishwasher & Range 5,782
GE Disposall 14,222
GE Dryer 64,239
GE Dryer & Washer 89,999
GE Fans 62,982
GE Flashbulbs 11,466
GE Freezer 238,059
GE Heating Equipment 60,240
GE High Fidelity 44,734
GE Houseware 1,005
GE Institutional 91,389
GE Iron 53,925
GE Kitchens 58,929
GE Lamps 185,083
GE Mixer 9,889
GE Oven 18,013
GE Phonograph 130,373
GE Phonograph & Radio 33,947
GE Picture Tube 58,960
GE Products 1,113,373
GE Radio 392,848
GE Ranges 200,213
GE Refrigerator 697,850
GE Refrigerator & Washer 10,650
GE Small Appliances 143,304
GE Television 643,900
GE Vacuum Cleaner 139,383
GE Washer 548,835
GE Water Heater 11,871
Hotpoint Dishwasher 98,634
Hotpoint Dryer 11,516
Hotpoint Dryer & Washer 49,575
Hotpoint Freezer 12,332
Hotpoint Freezer & Refrigerator 10,032
Hotpoint Oven 1,586
Hotpoint Products 260,132
Hotpoint Ranges 323,140
Hotpoint Range & Refrigerator 11,071
Hotpoint Refrigerators 322,620
Hotpoint Television 42,038
Hotpoint Washer 119,633
Hotpoint Water Heater 19,525
Weathertron 79,685
GENERAL FOODS CORP. 13,738,272
Baker's Caramel Chips 5,885
Baker's Chocolate 279,369
Baker's Chocolate Chips 98,128
Baker's Chocolate Mix 82,100
Baker's Coconut 87,444
Baker's Extract & Food Colors 1,973
Baker's Lemon Chips 79,888
Birds Eye Frozen Dinners 289,711
Birds Eye Frozen Fish Products 57,366
Birds Eye Frozen Foods 373,410
Birds Eye Frozen Fruits 251,135
Birds Eye Frozen Instant Whipped Potatoes 33,833
Birds Eye Frozen Juices 61,091
Birds Eye Frozen Main Dishes For Two 134,473
Birds Eye Frozen Pies 131,698
Birds Eye Frozen Vegetables 840,037
Calumet Baking Powder 22,805
Certo & Sure-Jell 63,360
Country Kitchen Syrup 11,640
Dream Whip 249,804
Dream Whip & Jell-O Gelatin 66,666
Gaines Gravy Train Dog Food 55,485
Gaines Meal 233,671
General Foods Products 46,280
Good Seasons Dressing Mixes 21,477
Gourmet Foods 8,753
Jell-O Gelatin 1,956,932
Jell-O Pie Filling & Pudding 251,920
Jell-O Pudding 152,851
Kool-Aid 498,687
La France 488,909
La France Bluing 79,928
Log Cabin Syrup 21,617
Maxwell House Coffee 148,313
Maxwell House Coffee & Instant Coffee 3,200
Maxwell House Instant Coffee 749,806
Minute Mashed Potatoes 116,283
Minute Rice 1,400,878
Pace 13,927
Post Cereals 253,913
Post Heart of Oats 138,350
Postum 16,588
S.O.S. 902,376
Sanka Instant Coffee 130,060
Sun-Up Orange Drink 241
Swans Down Cake Mixes 189,785
Tang 2,000,510
Tuffy 184,028
Yuban Coffee 144,902
Yuban Instant Coffee 306,786
GENERAL MILLS, INC. 7,064,547
Betty Crocker Baking Products 486,237
Betty Crocker Boston Cream Pie Mix 92,873
Betty Crocker Cake Mixes 1,973,413
Betty Crocker Cook Book 16,525
Betty Crocker Cookie Mix 72,239
Betty Crocker Frosting Mix 107,641
Betty Crocker Instant Mashed Potatoes 369,385
Betty Crocker Mixes 74,406
Betty Crocker Muffin Mix 109,498
Betty Crocker Pancake Mix & Hi Pro 82,830
Betty Crocker Pancake & Waffle Mix 25,275
Betty Crocker Pie Crust Mix 206,066
Betty Crocker Pizza 220,396
Betty Crocker Products 16,633
Betty Crocker Pudding Cake Mix 24,389
Bisquick 747,894
Cheerios 54,811
Frosty O's 148,364
General Mills, Inc.-Institutional 172,623
Gold Medal Flour 622,695
Gold Medal Gravy Magic 2,817
Hi-Pro 4,571
Hot Toasted 40% Bran 36,530
Larro Feeds 1,269
O-Cel-O Sponges 44,060
Protein Plus 157,411
Puffin Products 70,798
Purasnow Flour 13,511
Red Band Flour 25,051
Rex Flour 1,294
Sperry Flour 6,374
Spratts Pet Foods 38,257
Surechamp Dog Food 805,881
3 Little Kittens Cat Food 59,989
Trix 22,424
Wheat Hearts 147,724
Wheaties 197
White Deer Flour 2,196
GENERAL MOTORS CORP. 38,622,558
AC Oil Filter 18,417
AC Spark Plugs 14,285
AC Spark Plugs & Delco Batteries 13,622
Buick Cars 5,530,037
Cadillac Cars 4,209,710
Chevrolet Cars 11,245,483
Chevrolet Used Cars 751,883
Chevrolet & Corvair Cars 258,521
Chevrolet & Corvette Cars 11,793
Chevrolet & Oldsmobile Cars 36,090
Chevrolet Soap Box Derby 104,838
Chevrolet Truck 1,860,920
Corvair Cars 853,951
Corvette Cars 129,958
Delco Batteries 38,932
Fisher Bodies 3,963
Frigidaire Air Conditioner 18,154
Frigidaire Appliances 149,975
Frigidaire Dryer & Washer 64,995
Frigidaire Ranges 8,629
Frigidaire Refrigerator 409,816
Frigidaire Washer 275,130
GMC Truck 71,676
General Motors Corp.-Institutional 71,544
General Motors Corp. (Service) 873,580
Harrison Car Air Conditioner 197,798
Oldsmobile Cars 6,208,661
Opel Cars 91,061
Pontiac Cars 5,032,723
Vauxhall Cars 66,413
GENERAL SERVICES ADMINISTRATIONS 77,420
GENERAL TELEPHONE CO. 107,334
GENERAL TELEPHONE CO. OF CALIFORNIA 38,702
GENERAL TELEPHONE & ELECTRONICS CORP. 486,362
Argus Cameras & Projectors 13,516
Sylvania Flashbulbs 282,857
Sylvania Picture Tubes 135,536
Sylvania Products 4,983
Sylvania Television 49,470
GENERAL TIME CORP.
Westclox Clocks & Watches 341,063
GENERAL TIRE & RUBBER CO. 854,474
Aerojet-General Corp. 1,159
Tires 853,315
GENESCO INC. 776,159
Formfit Foundations & Bra 536,917
Skippies Foundations 30,880
Sleek Girdles 208,362
GENESSEE BREWING CO. 153,427
GEORGIAN BAY LINE 40,193
GERBER PRODUCT CO.
Baby Foods 1,199,035
GIBSON ART CO.
Greeting Cards 36,020
JAMES G. GILL CO.
Coffee 82,030
GILLETTE CO. 1,977,553
Gillette Blades & Razors 1,103,552
Paper-Mate Pencil & Pens 99,138
Toni Home Permanent 489,693
Toni Preparations 285,170
THOMAS GILL SOAP CO.
Johnson's Foot Soap 25,903
DUNCAN GILMOUR & CO.
Glen Rossie Scotch Whisky 30,866
GINDEN NURSERY CO. 114,363
GIRARD'S INC.
French Dressing 61,295
GIRL-TOWN INC. OF BOSTON
Sportswear 25,628
GLADIOLA BISCUIT CO. 193,901
Cake Mixes 96,493
Flour 97,408
GLENMORE DISTILLERIES 1,300,905
Glenmore Products 44,878
Glenmore Whisky 286,508
Glenmore Whiskies 27,221
House of Lords Scotch Whisky 47,972
Kentucky Tavern Whisky 327,386
Old Glenmore Whisky 72,984
Old Kentucky Tavern Whisky 12,815
Old Thompson Whisky 157,173
Yellowstone Whisky 323,968
GLESSNER CO.
Pain-A-Lay 40,891
GLIDDEN CO. 479,179
Durkee Foods 25,321
Durkee's Margarine 23,068
Durkee's Mayonnaise 42,015
Glidden Paints 284,624
Glidden Spred Satin Paint 104,151
H. CLAY GLOVER CO.
Hair Preparations 33,087
M. K. GOETZ BREWING CO. 49,547
Beer 42,695
Country Club Malt Liquor 6,852
GOLD BOND STAMP CO. 44,433
GOLDEN GRAIN MACARONI CO. 78,460
Macaroni Products 9,273
Rice A' Roni 69,187
GOLDEN PEACOCK INC. 69,532
Esoterica 61,497
Golden Peacock Preparations 8,035
GOLD SEAL CO. 267,319
Glass Wax 3,786
Siz Instant Charcoal Lighter 229,645
Snowy Bleach 33,888
GOLIATH-HANSA 37,440
B. F. GOODRICH CO. 1,758,200
Goodrich Carpet Cushions 10,426
Goodrich Co., B. F.-Institutional 13,849
Goodrich Syringe 41,447
Goodrich Texfoam Mattress 1,883
Goodrich Tires 1,618,167
Koroseal Footwear 5,844
Sun-Steps Shoes 66,584
GOODYEAR TIRE & RUBBER CO. 3,207,669
Goodyear Tires 3,206,288
Kelly Tires 1,381
GOODY'S MFG. CORP.
Headache Powders 44,684
GORDON BAKING CO.
Bread 60,760
H. W. GOSSARD CO. 36,903
W. R. GRACE & CO. 152,996
Grace Line 136,108
Panama Line 16,888
GRANDOE GLOVES INC. 25,628
I. J. GRASS NOODLE CO.
Mrs. Grass' Soups 76,613
GREAT NORTHERN RAILWAY CO. 324,739
GREAT SOUTHERN LIFE INSURANCE CO. 69,921
GREAT WESTERN SUGAR CO.
G. W. Sugar 79,824
GREEK LINE INC.
Steamship Transport 97,660
DANIEL GREEN CO.
Slippers 57,000
GREEN GIANT CO. 1,496,288
Green Giant Vegetables 1,168,764
Green Giant Vegetables & Niblets 8,172
Kounty Kist Vegetables 49,854
Niblets 269,498
GREENWOOD MILLS INC. 49,541
GREYHOUND CORP.
Bus Transportation 1,332,863
GREYSTONE CORP. 447,903
Angel Record Club 5,177
Capitol Record Club 427,120
Capitol Records 7,063
Young People's Records 8,543
GROCERY STORE PRODUCTS CO. 489,991
B in B Mushrooms 158,075
Cream of Rice 171,206
Kitchen Bouquet Gravy 160,710
GROLIER SOCIETY INC. 132,179
Book of Knowledge 77,792
Encyclopaedia Americana 54,387
GROSSMAN CLOTHING CO. 29,461
GROUP HOSPITAL SERVICE INC. & GROUP MEDICAL & SURGICAL SERVICE (DALLAS) 52,080
GROUP HOSPITALIZATION INC., WASHINGTON & MEDICAL SERV. OF DISTRICT OF COLUMBIA 25,730
GROVE LABORATORIES INC. 457,709
Pazo 433,512
Pfunder's Tablets 24,197
GROVE PRESS INC. 65,359
GUEST AIRWAYS MEXICO 116,283
CHARLES GULDEN INC.
Mustard 133,524
GULF GUARANTY LAND & TITLE CO. 68,833
GULF LIFE INSURANCE CO. 71,899
GULF OIL CORP. 478,319
Gasoline & Oils 430,006
Tires 48,313
S. GUMPERT CO.
Noxon 31,736

H

HABERLE CONGRESS BREWING CO.
Congress Beer 28,414
HABITANT SOUP CO.
Soups 42,249
HAFFENREFFER & CO.
Beer 31,243
HALLMARK CARDS INC.
Greeting Cards 91,576
HAMILTON COSCO INC.
Cosco Furniture 66,766
HAMILTON MFG. CO. 127,281
Dryer 17,767
Dryer & Washer 109,514
THEO. HAMM BREWING CO.
Beer 101,756
C. S. HAMMOND CO. 118,862
HAMPDEN-HARVARD BREWERIES 67,962
Dobler Beer 12,027
Hampden Beer 20,415
Harvard Ale & Beer 5,633
Harvard Beer 29,887
JOHN HANCOCK MUTUAL LIFE INSURANCE CO. 57,112
PETER HAND BREWERY CO.
Meister Brau Beer 149,514
HAPPINESS TOURS INC. 46,612
HARCOURT, BRACE & CO.
Books 95,469
HARDWARE MUTUALS 30,351
HARIAN PUBLICATIONS CO. 35,385
HARLEYSVILLE MUTUAL INSURANCE CO. 82,217
HARPER & BROS. 335,540
Atlantic Magazine 19,991
Books 315,549
HARRISON TACKLE CO.
Vivif Lure 76,463
ALFRED HART DISTILLERIES INC.
Kamchatka Vodka 26,037
HARTFORD ELECTRIC LIGHT CO. 85,632
HARVARD UNIVERSITY PRESS 26,233
C. F. HATHAWAY CO.
Shirts 44,216
HAUSWALD BAKING CO. 40,587
Bread 24,105
Products 16,482
HAWAII VISITORS BUREAU 29,508
HAWAIIAN AIRLINE 62,730
HAWAIIAN ELECTRIC CO. 33,787
HAWAIIAN PINEAPPLE CO. 1,091,393
Dole Frozen Juices 222,119
Dole Fruits 521,465
Dole Juices 166,346
Dole Pineapple 56,656
Dole Products 124,807
HAWAIIAN TELEPHONE CO. 29,109
HAWTHORN-MELLODY FARMS
DAIRY 66,910
Buttermilk 5,095
Cottage Cheese 11,522
Ice Cream 5,155
Milk 21,362
Sour Cream 4,964
Yogurt 11,283
Products 7,529
HEARST CORP. 460,473
American Weekly 66,689
Avon Books 7,008
Boston Record-American-Advertiser 6,180
Comic Weekly (Puck) 20,736
Detroit Times 14,915
Hearst Corp. 29,389
Los Angeles Examiner 6,856
New York Journal-American 223,192
New York Mirror 67,090
San Francisco Examiner 18,418
HEARST MAGAZINES 917,490
Cosmopolitan 203
Good Housekeeping 630,222
Good Housekeeping Cookbooks 57,087
Harper's Bazaar 8,983
Hearst Magazines 22,888
House Beautiful 20,689
Motor Book 151,106
Popular Mechanics 26,312
HEAVEN HILL DISTILLERS INC. 60,623
Bourbon Falls Whisky 1,008
Heaven Hill & Old Heaven Hill Whiskies 8,305
Heaven Hill Whisky 38,227
Old Heaven Hill Whisky 13,083
H. J. HEINZ CO. 2,843,715
Baby Foods 1,210,354
Beans 87,344
Canned Foods 1,273
Chili Sauce & Ketchup 49,426
57 Sauces 186,924
Ketchup 389,891
Macaroni & Spaghetti 40,455
Minute Meals 1,436
Mustard Sauce 12,374
Relish 129,927
Soups 357,315
Stew 10,863
Tomato Juice 203,203
Vinegar 61,574
Worcestershire Sauce 22,613
Products 78,743

HELENE CURTIS INDUSTRIES ...	1,874,654
Enden Shampoo	254,406
Helene Curtis Preparations	1,027,100
Helene Curtis Shampoo	112,260
Kings Men Preparations	179,997
Stopette	141,961
Suave	158,930
HERTZ CORP.	
Rent-A-Car	129,171
HEUBLEIN INC.	1,716,558
A-1 Sauce	70,509
Bell's Special Reserve Scotch Whisky	75,663
Gilbey's Golden Velvet Whisky	1,439
Guinnes Stout	101,478
Harvey's Bristol Cream Sherry	60,760
Heublein's Cocktails	9,870
Heublein's Cordials	14,421
Relska Vodka	88,016
Rose's Lime Juice	23,258
Ryebrook Whisky	1,292
Smirnoff Vodka	1,269,852
HIGHLANDS COUNTY LAND & TITLE CO.	40,569
HILLS BROS. COFFEE	282,062
Coffee	159,583
Coffee & Instant Coffee	3,767
Instant Coffee	118,712
HILLSIDE DAIRY CO.	43,530
Milk	19,593
Products	23,937
CHARLES E. HIRES CO.	
Root Beer	123,471
HIXSON & CO.	
Fireside Coffee	83,538
HOBART MFG. CO.	
Kitchen Aid Dishwasher	97,432
HOFFMAN ELECTRONICS CORP.	59,258
Phonograph	12,096
Radio	5,124
Television	42,038
HOFFMAN HOUSE SAUCE CO.	
Dressings & Sauces	42,747
HOLLAND-AMERICA LINE	396,464
HOLLY SUGAR CORP.	
Sugar	47,754
HENRY HOLT & CO.	86,081
HOME BAKERS INC.	
Rainbo Bread	27,681
HOME INSURANCE CO.	187,256
HOME LINES AGENCY INC.	220,507
Hamburg-Atlantic Line	46,123
Home Lines	174,384
HONOLULU GAS CO.	34,492
H. P. HOOD & SONS	434,648
Anzio Pizza	1,762
Hood's Cottage Cheese	79,216
Hood's Cream Cheese	416
Hood's Dairy Products	109,519
Hood's Egg Nog	1,072
Hood's Ice Cream	69,330
Hood's Ice Cream & Sherbet	5,412
Hood's Milk	100,111
Hood's Nu Chatel Cheese	2,756
Hood's Peach Melba	2,915
Hood's Orange Juice	56,797
Hood's Skimmed Milk	5,342
HOOVER CO.	327,832
Cleaner	23,120
Floor Washer	193,965
Vacuum Cleaner	110,747
HORLICK'S CORP.	
Malted Milk	36,056
GEO. A. HORMEL & CO.	89,633
Meat Products	55,996
Spam	33,637
HOSPITAL CARE ASSN.	25,074
HOSPITAL CARE CORP., CINCINNATI & OHIO MEDICAL INDEMNITY INC.	31,274
HOSPITAL SERVICE ASSN. OF WESTERN PENNSYLVANIA & MEDICAL SERVICE ASSN. OF PENNSYLVANIA	27,775
HOSPITAL SERVICE CORP., CHICAGO & ILLINOIS MEDICAL SERVICE	124,988
HOSPITAL SERVICE INC. OF IOWA & IOWA MEDICAL SERVICE	32,573
HOSPITAL SERVICE PLAN OF NEW JERSEY & MEDICAL SURGICAL PLAN OF NEW JERSEY	38,269
HOSPITAL SERVICE OF CALIFORNIA	26,542
HOSPITAL SERVICE OF SOUTHERN CALIFORNIA	46,040
HOUBIGANT SALES CORP.	
Preparations	211,779
HOUDAILLE INDUSTRIES INC.	
Eclipse Mower	38,279
HOUGHTON MIFFLIN CO.	113,566
HOUSE OF WESLEY	26,988
HOUSTON CORP.	78,157
HOUSTON LIGHT & POWER CO.	218,994
HOUSTON NATURAL GAS CORP.	28,289
HUBER BAKING CO.	25,888
HUDEPOHL BREWING CO.	
Beer	33,479
HUDSON PULP & PAPER CORP.	126,438
Napkins	32,186
Tissues	94,252
HUDSON RIVER DAY LINE INC.	54,169
HUDSON VITAMIN PRODUCTS INC.	129,436
HULMAN & CO.	57,552
Clabber Girl Baking Powder	56,196
K. C. Baking Powder	1,356
HUNT FOODS & INDUSTRIES INC.	548,453
Blue Plate Products	11,494
Hunt's Tomato Paste	3,569
Hunt's Tomato Sauce	380,477
Snider's Catsup	1,083
Snowdrift	20,157
Wesson Oil	131,673
HUPP CORP.	
Gibson Refrigerator	37,993
HYGRADE FOOD PRODUCTS CORP.	106,374
Hygrade Meat Products	90,137
Kingan's Meat Products	16,237
I	
IBERIA AIRLINES OF SPAIN	25,784
ICELANDIC AIRLINES INC.	65,153
IDAHO ADVERTISING COMMISSION	222,473
Onions & Potatoes	9,469
Plums	6,997
Potatoes	206,007
ILLINOIS BELL TELEPHONE CO.	307,801
ILLINOIS CANNING CO.	34,674
Joan of Arc Beans	20,795
Joan of Arc Vegetables	13,879
ILLINOIS CENTRAL RAILROAD CO.	158,330
ILLINOIS MEAT CO.	56,360
Broadcast Beef Stew	2,604
Broadcast Chili	2,604
Broadcast Corned Beef Hash	51,152
ILLINOIS STATE TOLL HIGHWAY COMMISSION	75,809
ILLUMINATING CO. OF CLEVELAND	132,918
IMPERIAL SUGAR CO.	30,360
INCRES NASSAU LINE	
Steamship Transport	190,005
INDEMNITY INSURANCE CO. OF NORTH AMERICA	42,023
INDIANA BELL TELEPHONE CO.	109,238
INDIANA & MICHIGAN ELECTRIC CO.	70,770
INDIANAPOLIS POWER & LIGHT CO.	68,649
INDUSTRIAL RAYON CORP.	42,713
INSTITUTE OF LIFE INSURANCE	1,365,083
INSTITUTE OF MENTALPHYSICS	65,479
INTERNATIONAL BREWERIES INC.	78,348
Old Dutch Beer	27,940
Silver Bar Ale & Beer	50,408

Check any meter:



INDUSTRIAL ADVERTISING? TAKE A READING. YOU'LL FIND THE **NEW YORK WORLD-TELEGRAM FIRST** AMONG THE CITY'S EVENING NEWSPAPERS BY 29 THOUSAND LINES IN 1959. IT HAD THE GREATEST GAIN, TOO. AGAIN IT'S THE **ADVERTISERS' CHOICE IN THE EVENING FIELD.**

OVER 1/4 MILLION PEOPLE

QUAD-CITIES

MOLINE
ROCK ISLAND
DAVENPORT
EAST MOLINE

3RD IN DRUG SALES IN IOWA-ILLINOIS

QUAD-CITIES DRUG STORE SALES CLIMB TO $12½ MILLION. The over quarter million people who live in this metropolitan area helped drug retailers note a 11% increase in sales volume over previous year. Map at right shows the ranking of the major drug markets in Iowa-Illinois.

RETAIL DRUG SALES

1. Chicago, Ill. $295,315,000
2. Des Moines, Ia. 13,647,000
3. QUAD-CITIES 12,581,000
4. Peoria, Ill. 10,745,000
5. Rockford, Ill. 8,162,000

Source: Sales Management May 10th. 1959 Survey of Buying Power

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN-KLAPP

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.

People looking for ideas

the

Better Homes and Gardens...

NOW 5,000,000 COPIES MONTHLY

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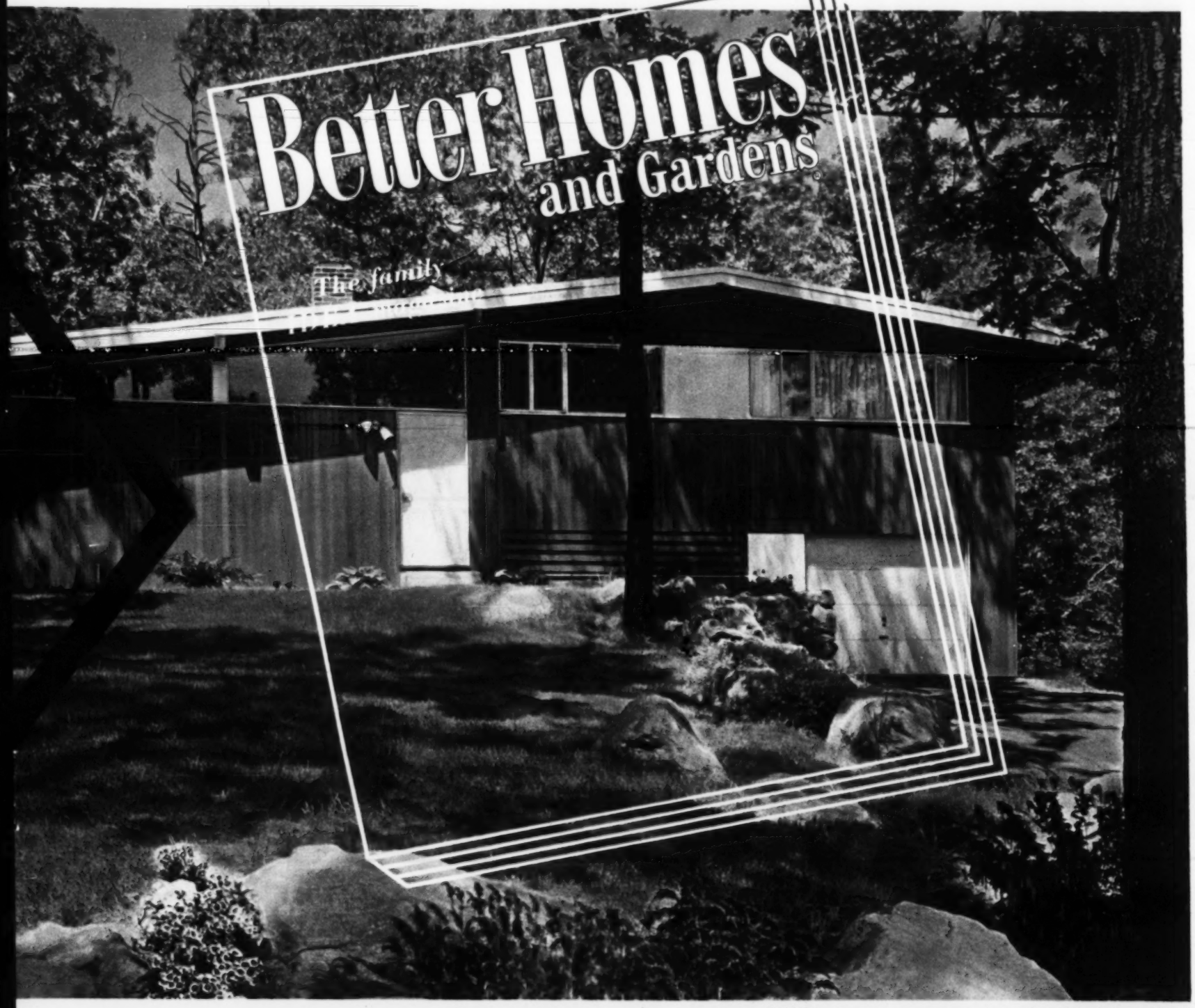

BH&G invites men and women to share a houseful of buying ideas!

Run your eye over the table of contents in a typical issue of Better Homes and Gardens. Gardening. Foods and Equipment. Building. Decorating. Children and Parents. Special features on a miscellany of topics from an article on traveling in Southern Arizona to an Open Letter to a Teen-Age Son on the subject of drinking. The variety is wide, the boundaries apparently limitless. But underlying every article, every picture, is a single motif. An implied question that is always answered: "Do you want to live better? *Here's how!*"

Month after month, nearly sixteen million men and women thoughtfully and happily study Better Homes and Gardens for ideas they can adopt in their family living. During the year, a third of America—the top-spending, family-centered third—looks to Better Homes and Gardens for ideas about things to make or to do or to buy. Ideas seem to work harder in Better Homes and Gardens—and that goes for *advertising* ideas, too. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . . where America shops for ideas that make sales

INTERNATIONAL BUSINESS MACHINES CORP. 317,717
Business Machines 228,108
Typewriters 89,609
INTERNATIONAL HARVESTER CO. 248,458
International Trucks 172,442
Institutional 76,016
INTERNATIONAL LADIES GARMENT WORKERS UNION -AFL-CIO 214,949
INTERNATIONAL MILLING CO. 345,051
Big Joe Flour 5,149
Robin Hood Flour 339,902
INTERNATIONAL MINERALS & CHEMICAL CORP. 319,626
Ac'cent 274,553
Thrive Lawn Food 45,073
INTERNATIONAL NICKEL CO. 171,272
INTERNATIONAL SALT CO. 63,743
Sterling Halite Salt 18,859
Sterling Salt 44,884
INTERNATIONAL SHOE CO. 116,376
Florsheim Shoes 85,594
Grace Walker Shoes 10,108
Poll-Parrot Shoes 2,070
Red Goose Shoes 8,415
Weather-Bird Shoes 10,189
INTERNATIONAL SILVER CO.
1847 Rogers Bros. Silverware 39,519
INTERNATIONAL SWIMMING POOL CORP.
Esther Williams Swimming Pools 100,684
INTERNATIONAL TELEPHONE & TELEGRAPH CORP. 59,383
INTERSTATE BAKERIES CORP. 284,166
Blue Seal Bread 9,806
Butternut Bread 35,444
Dolly Madison Cakes 1,224
Dolly Madison Products 6,927
Interstate Bakery Products 1,405
Log Cabin Baking Products 35,475
Log Cabin Bread 51,161
St. John's Bread 116,700
Up-Side-Down Bread 13,473
Weber's Bread 12,551
INTERSTATE NURSERIES INC.
Nurseries 25,213
IOWA POWER & LIGHT CO. 75,005
IRISH AIR LINES 147,370
IROQUOIS GAS CORP. 151,423
ITALIAN LINE
Steamship Transport 195,325

J

JACKSON BREWING CO.
Jax Beer 670,227
JACKSON & PERKINS CO. 57,070
JACKSONVILLE GAS CORP. 55,333
CHARLES JACQUIN ET CIE 53,669
Brandy 6,020
Cordials 18,261
Vodka 23,944
Products 5,444
JAGUAR CARS LTD. 214,279
JAMAICA TOURIST BOARD 85,901
JANTZEN INC. 45,464
Fabrics 8,543
Sportswear 18,943
Swim Suits 17,978
JAPAN AIRLINES CO. 69,731
JENKINS SPIRITS CORP. 35,941
Reddy Made Drinks 31,109
Spirits 4,832
JENNEY MFG. CO.
Gasoline 70,744
ANDREW JERGENS CO. 639,096
Jergens Lotion 3,350
Jergens Preparations 907
Woodbury Shampoo 145,199
Woodbury Soap 489,640
JIFFY STEAK CO.
Frozen Meat Products 28,935
JOHNS MANVILLE CORP. 66,922
Brake Lining 21,740
Kleftone Accoustical Panels 13,490
Rock-Shakes 11,817
Shingles 3,715
Products 16,160
JOHNSON & JOHNSON 1,111,384
Band-Aid 19,771
Chix Diapers 25,863
Cough Medicine 859
Dottie Dust Cloth & Miracloth 11,977
First Aid Cream 103,361
Le Page's Cellophane Tape 40,589
Le Page's Glue 11,717
Le Page's Liquid Solder 3,864
Modess 889,007
WALTER H. JOHNSON CANDY CO.
Powerhouse Candy Bars 48,058
S. C. JOHNSON & SON 271,447
Auto Wax 27,571
Bravo 10,944
Car Products 72,705
Carnu 7,353
Glo-Coat 148,431
Off 4,443
ROBERT A. JOHNSTON CO. 78,212
Candies 11,345
Crackers 66,867
JONATHAN LOGAN
Dresses 182,771
JUDY BOND INC. 25,628

K

KLM ROYAL DUTCH AIRLINES 735,820
E. KAHN'S SONS CO.
Meat Products 78,396
KAISER ALUMINUM & CHEMICAL CORP. 97,312
Aluminum 8,459
Foil 43,494
Foil Cook'n Serve Ware 29,582
Institutional 15,777
KAISER MOTORS CORP. 356,147
Willys Cars 206,281
Willys Jeep 56,200
Willys Trucks 91,398
Institutional 2,268
KANSAS CITY BOARD OF PUBLIC UTILITIES 25,944
KANSAS CITY POWER & LIGHT CO. 71,582
KANSAS CITY SOUTHERN LINES 76,095
KAPRO CORP.
Motor Cure & Trans-Cure 46,989
A. & M. KARAGHEUSIAN INC.
Gulistan Carpets & Rugs 60,318
KASSER DISTILLERS PRODUCTS CORP. 137,984
Four Queens Whisky 8,082
House of Kasser Anisette 1,025
House of Kasser Brandy 7,176
House of Kasser Egg Nog 331
House of Kasser Rock & Rye 1,501
Kasser's 51 Gin & Whisky 27,291
Kasser's 51 Whisky 62,735
Kasser Whiskies 5,930
Kasser's Vodka 22,162
King's Wine 1,751
KAYSER-ROTH
INTERNATIONAL 63,131
Kayser Gloves 3,766
Kayser Hosiery 14,434
Kayser Lingerie 35,878
Supp-Hose 9,053
KELLOGG CO. 3,927,363
All-Bran 903,937
Cereals 393,377
Cocoa Krispies 287,478
Concentrate 283,978
Corn Flakes 430,518
Corn Flakes & Rice Krispies 45,516
Frosted Flakes 21,884
OK's 904,550
Rice Krispies 236,523
Sugar Frosted Flakes 419,602
KENDALL CO. 250,206
Blue-Jay Corn Plasters 73,715
Curad 129,850
Curity Baby Knits 9,599
Curity Diapers 30,880
Curity Rib Nipple 6,162
KENNECOTT COPPER CORP. 53,779
Chase Brass & Copper Co. 8,106
Kennecott Copper Corp. 45,673
KENTON PHARMACAL CO.
Sal-Fayne 29,415
KEYSTONE CAMERA CO. 166,220
Cameras 39,142
Cameras & Projectors 108,035
Projectors 19,043
KIEKHAEFER CORP.
Mercury Outboard Motor 979,898
KILPATRICK BAKING CO.
Bread 34,615
C. M. KIMBALL CO.
Red Cap Refresh-R 28,836
KIMBERLY-CLARK CORP. 814,949
Fems 430,298
Kleenex Towels 35,362
Kotex 349,289
KIMBORG PRODUCT RESEARCH CORP.
Kimtab Vitamins 56,948
KING KORN STAMP CO. 26,687
KINGSBORO SILK MILLS INC.
Rogers Lingerie 42,713
KIPLINGER WASHINGTON EDITORS INC. 98,263
KIRSCH BEVERAGES INC.
No-Cal 70,517
KITCHEN ART FOODS, INC.
Py-O-My Mixes 31,691
KLOPMAN MILLS
Fabrics 68,341
KNIGHTS OF COLUMBUS 387,253
ALFRED A. KNOPF INC.
Books 151,990
KNOUSE FOODS INC. 34,636
Lucky Leaf Apple Juice 3,358
Lucky Leaf Apple Sauce 31,278
KNOX CO. 339,726
Cystex 262,308
Mendaco 77,418
KNOX GELATINE CO.
Gelatine 480,427
KNUDSEN CREAMERY CO. OF CALIFORNIA 280,786
Buttermilk & Cottage Cheese 23,865
Cottage Cheese & Hampshire Sour Cream 88,799
Cream Cheese & Hampshire Sour Cream 26,582
Dairy Products 78,434
Hampshire Sour Cream 18,448
Hampshire Sour Cream & Milk 17,786
Milk 26,872
KOBRAND CORP. 115,025
B.E.B. Scotch Whisky 5,610
Beefeater Gin 97,847
Robertson's Yellow Label Scotch Whisky 11,568
KRESS & OWEN CO.
Glyco-Thymoline 33,688
KRETCHMER CORP. 127,058
Sugar'N Honey 18,260
Wheat Germ 108,798
KREY PACKING CO.
Meat Products 129,746
G. KRUEGER BREWING CO. 66,709
Ambassador Beer 21,296
Holsten Beer 13,128
Krueger Beer 30,288
Krueger Ale 1,997
KRYLON INC.
Paints 37,199

L

LABROT & GRAHAM
L & G Whiskey 26,386
LACLEDE GAS CO. 218,404
L'AIGLON APPAREL INC. 200,945
LAN CHILE AIRLINES 29,748
LAND O'LAKES CREAMERIES INC.
Butter 497,151
LANDERS, FRARY & CLARK 31,068
Universal Coffeematic 11,418
Universal Vacuum Bottle 19,650
SAM LANDORF & CO. 25,628
LAND TITLE INSURANCE CO. 40,728
LANE BRYANT INC. 32,837
Hayes 14,562
Lane Bryant 18,275
LANE CO.
Furniture 32,059
LANGENDORF UNITED BAKERIES, INC. 709,221
Barbara Ann Baking Products 11,263
Barbara Ann Bread 55,736
Dr. Penland's Bread 15,409
Hollywood Baking Products 4,471
Hollywood Bread 288,194
Holsum Baking Products 36,687
Holsum Bread 254,655
Holsum Bread & Rolls 25,302
Holsum Brown'n Serve Rolls 2,470
Holsum Cake 4,564
Holsum Pie 400
Langendorf Bread 9,060
Langendorf Cake 1,010
LANOLIN PLUS INC. 200,089
Alva Tranquil 81,036
Hair Spray & Shampoo 1,361
Lanolin Plus 12,418
Preparations 95,882
Vazol 3,927
Wash'N Curl Shampoo 5,465
LAN-O-SHEEN INC. 48,619
Lan-O-Sheen 36,123
Lan-O-Wipe 12,496
LANVIN PARFUMS INC.
Preparations 28,594
V. LA ROSA & SONS 61,268
Foods 1,740
Frozen Foods 19,149
Pizza Pie Mix 40,379
LARSEN CO. 127,257
Freshlike Vegetables 126,646
Veg-All Vegetables 611
LARUS & BROS. CO. 82,290
Domino Cigarets 897
Edgeworth Tobacco 52,469
Edgeworth & Holiday Tobaccos 5,966
Holiday Tobacco 22,958
LATROBE BREWING CO.
Rolling Rock Beer 67,581
LAVOPTIK CO.
Lavoptik 46,409
LAWRY'S FOODS INC. 182,750
Dressing Mixes 14,056
Dressing Mixes & Regina Vinegar 11,754
Seasoned Salt 29,416
Spaghetti Sauce Mix 127,524
H. W. LAY & CO.
Potato Chips 32,133
H. D. LEE CO. 121,352
Leesures 56,947
Workclothes 64,405
THOMAS LEEMING & CO.
Ben-Gay 33,164
JAMES LEES & SONS CO.
Carpets & Rugs 333,190
LEHN & FINK PRODUCTS CORP. 132,211
Dorothy Gray Preparations 100,257
Etiquet Deodorant 7,720
Ogilvie Sisters Home Permanent 22,219
Tussy Preparations 2,015
LESLIE SALT CO. 30,357
LEVER BROS. CO. 6,876,767
Air-Wick 55,306
All 7,071
Breeze 219,705
Dinner-Redy Ham & Turkey Slices 64,540
Dove Soap 13,516
Gayla Soap 25,476
Good Luck Margarine 10,491
Handy Andy 2,470
Imperial Margarine 941,379
Lever Bros. Products 5,757
Lifebuoy Soap 830,603
Lipton Instant Tea 146,241
Lipton Products 1,311
Lipton Soups 1,334,667
Lipton Tea 235,422
Liquid Swan 10,061
Lucky Whip 1,849
Lux 8,297
Lux & Lux Liquid Detergent 10,498
Lux Liquid Detergent 111,774
Praise Soap 986,665
Rinso 89,100
Silver Dust 134,418
Spry 182,745
Stripe Tooth Paste 19,973
Surf 367,491
Swan Liquid Detergent 56,845
Swan Soap 1,869
Whisk 17,370
Wish-Bone Cheese Dressing 65,753
Wish-Bone French Dressing 50,912
Wish-Bone Frozen Pizza 3,038
Wish-Bone Italian Dressing 45,964
Wish-Bone Russian Dressing 36,740
Wish-Bone Salad Dressings 781,450
HENRY S. LEVY & SON
Bread 74,942
LEWIS FOOD CO. 88,079
Dr. Ross Cat Food 7,875
Dr. Ross Dog Food 15,891
Dr. Ross Pet Foods 14,923
Skippy Cat & Dog Food 33,652
Skippy Pet Food 15,738
LEWIS HOWE CO. 87,485
Nature's Remedy 1,490
Tums 85,995
LIBBY, McNEILL & LIBBY 1,720,453
Hi-Fi Dog Food 383
Libby's Baby Foods 9,366
Libby's Beef Stew 81,695
Libby's Corned Beef Hash 60,307
Libby's Foods 84,246
Libby's Frozen Drinks 189,200
Libby's Frozen Foods 219,652
Libby's Frozen Fruits 15,800
Libby's Frozen Vegetables 105,901
Libby's Fruits 331,923
Libby's Juices 1,824
Libby's Canned Meat 7,927
Libby's Meat Products 303,802
Libby's Pineapple 8,172
Libby's Spaghetti & Meat Balls 28,131
Libby's Tomato Juice 243,467
Libby's Vegetables 28,647
LIBERTY BAKING CO.
Dandee Bread 32,244
LIBERTY LIFE INSURANCE CO. 32,366
LIBERTY TRAVEL AGENCY 25,541
LIEBMANN BREWERIES INC.
Rheingold Beer 2,210,468
LIFETIME HEEL CO.
Heels 37,479
LIGGETT & MYERS TOBACCO CO. 3,262,609
Chesterfield Cigarettes 518,636
Duke Cigarettes 727,018
L&M Cigarettes 1,947,554
Oasis Cigarettes 69,401
LILY OF FRANCE INC. 112,596
Bra 2,040
Bra & Girdle 69,658
Girdle 40,898
LINCO PRODUCTS DISTRIBUTING CO. 50,317
Ammonia 5,104
Bleach 28,418
Liquid Detergent 3,944
Products 12,851
LION INC. (GIBBONS BREWERY)
Gibbon's Beer 36,640
J. B. LIPPINCOTT CO. 83,938
LITTLE, BROWN & CO. 179,356
LOCKHEED AIRCRAFT CORP. 356,696
LONE STAR BREWING CO.
Beer 112,192
LONE STAR GAS CO. 140,648
LONG ISLAND LIGHTING CO. 106,838
LONGINES-WITTNAUER WATCH CO.
Watches 75,310
L'OREAL OF PARIS PRODUCTS
Hair Colours 30,753
P. LORILLARD CO. 6,779,442
Briggs Tobacco 13,550
Kent Cigarets 4,022,368
Lorillard's Cigarets 200
Madison Cigars 122,327
Newport Cigarets 770,635
Old Gold Cigarets 13
Spring Cigarets 1,850,349
LOS ANGELES DEPARTMENT OF WATER AND POWER 145,189
LOUISIANA SWEET POTATO ADVERTISING & DEVELOPMENT COMMISSION
Yams 29,189
LOUISVILLE COURIER-JOURNAL & TIMES 27,102
LOUISVILLE & NASHVILLE RAILROAD CO. 95,165
JOSEPH LOVE INC.
Dresses 33,244
JOE LOWE CORP. 144,146
Ducky Dubble 3,571
Popsicle 140,575
M. LOWENSTEIN & SONS 72,351
M. Lowenstein & Sons 42,713
Wamsutta Sheets 29,638
LUCKY LAGER BREWING CO.
Beer 150,704
LUFTHANSA 223,782
LUMMIS & CO. 34,072
Nuts 21,688
Peanut Butter 12,384
LUSTIG FOOD SALES
Punchinello Drinks 41,406

M

MacFADDEN PUBLICATIONS INC.
True Story 81,852
MACKEY AIRLINES 31,649
MACMILLAN CO. 136,071
MacMillan Co. 111,280
St. Martins Press Inc. 24,791
MAGIC MOLD INC. 39,943
MAGNUS ORGAN CORP.
Electric Organ 52,986
MAIDEN FORM BRASSIERE CO.
Bra 59,621
MAIER BREWING CO.
Brew 102 Beer 71,506
MAINE DEPARTMENT OF ECONOMIC DEVELOPMENT 27,388
MAINE POTATO COMMITTEE
State of Maine Potatoes 41,363
MAINE SARDINE COUNCIL
Sardines 223,708
MANGELS, HEROLD CO.
King Fluff & Versatol Kleener 27,761
B. MANISCHEWITZ CO. 39,102
Crackers 2,764
Gefilte Fish 14,622
Products 21,716
MARBORO BOOK CLUB 61,015
MARCALUS MFG. CO. 25,756
Kitchen Charm Waxed Paper & Marcal Napkins 18,660
Marcal Napkins 3,786
Marcal Tissue 3,310
CHARLES MARCHAND CO.
Preparations 41,007
MARYLAND HOSPITAL SERVICE INC. & MARYLAND MEDICAL SERVICE INC. 46,166
MARYLAND & VIRGINIA MILK PRODUCERS ASSN.
Milk Products 74,965
MASSACHUSETTS DEPT. OF COMMERCE 58,233
MASSACHUSETTS HOSPITAL SERVICE INC. & MASSACHUSETTS MEDICAL SERVICE 31,051
MATSON NAVIGATION CO. 259,854
TOM MAUPIN TOUR ASSOCIATES 27,264
GEORGE S. MAY CO. 74,292
MAYBELLINE CO.
Preparations 262,612
OSCAR MAYER & CO.
Meat Products 584,420
MAYTAG CO. 752,294
Dryers 180,385
Dryers & Washers 256,544
Washers 315,365
E. J. McALEER & CO. 198,134
Mrs. Paul's Frozen Dinners 27,527
Mrs. Paul's Frozen Fish Products 107,588
Mrs. Paul's Frozen Foods 33,035
Mrs Paul's Frozen Vegetables 29,984
McCALL CORP 724,738
McCall's 680,886
Redbook 43,852
McCORMICK & CO 141,703
Fluffy Mashed Potatoes 53,114
Schilling Coffee 27,397
Schilling Extracts 12,453
Schilling Extracts & Spices 9,815
Schilling Seasoning Salts 11,250
Schilling Spices 27,674
McCULLOCH CORP.
Scott Outboard Motor 135,053
McDOWELL, OBOLENSKY INC.
Books 39,262
McGRAW-EDISON CO. 201,911
Speed Queen Dryer 3,619
Speed Queen Dryer & Washer 182,836
Speed Queen Washer 1,262
Toastmaster Water Heater 14,194
McGRAW-HILL PUBLISHING CO. 234,008
Business Week 86,274
McGraw-Hill Book Co., Inc. 141,897
Whittlesey House 5,837
McGREGOR-DONIGER, INC.
Sportswear 56,381
DAVID McKAY CO. 67,769
McKESSON & ROBBINS INC. 414,112
Bexel 21,111
Chapin & Gore Whisky 211,883
Martin's De Luxe & Fine & Rare Scotch Whisky 1,102
Martin's V.V.O. Scotch Whisky 154,646
McKesson & Robbins Products 3,489
Nicholson's Lamplighter Gin 3,220
Ora-Fix 18,200
Ronrico Rum 461
W. F. McLAUGHLIN & CO.
Manor House Coffee 30,852
MEDICAL SERVICE OF THE DISTRICT OF COLUMBIA 37,207
MENNEN CO. 101,718
Baby Preparations 31,569
Deodorant 28,778
Preparations 41,371
MENTHOLATUM CO. 36,111
Deep Heat 326
Mentholatum 16,011
Rub 19,774
MERCURY RECORD CORP.
Records 106,702
MEREDITH PUBLISHING CO.
Better Homes & Gardens 209,781
MERRIMACK-ESSEX ELECTRIC CO. 29,613
MERRITT-CHAPMAN & SCOTT CORP. 176,362
Devoe Paints 166,216
New York Shipbuilding Corp. 10,146
MERRY MFG. CO.
Community Hobby Shops 48,233
JULIAN MESSNER INC. 35,490
METROPOLITAN LIFE INSURANCE CO. 464,526
METROPOLITAN UTILITIES DISTRICT (OMAHA, NEB.) 52,473
METZGER DAIRY CO.
Milk 99,156
MEXICAN GOVERNMENT TOURIST BUREAU 51,702
MIAMI BEACH, FLA.-CHAMBER OF COMMERCE 80,178
MIAMI BEACH HOTELS & MOTELS 94,414
MIAMI BEACH INFORMATION BUREAU 37,415
MIAMI HERALD 48,741
MICHIGAN BELL TELEPHONE CO. 225,426
MICHIGAN BULB CO. 220,012
MICHIGAN CONSOLIDATED GAS CO. 168,273
MICHIGAN FRUIT CANNERS INC.
Thank You Pie Filling 27,475
MICHIGAN HOSPITAL SERVICE & MICHIGAN MEDICAL SERVICE 78,110
MICHIGAN MILK PRODUCERS ASSN. 69,197
MICHIGAN MUTUAL LIABILITY CO. 64,530
MID-CENTURY BOOK SOCIETY 45,943
MIDDLE SOUTH UTILITIES INC.
New Orleans Public Service Inc. 85,858
MIDLAND PHARMACAL CORP.
Snug Denture Cushions 60,175
MILADY FOODS PRODUCTS INC.
Frozen Blintzes 39,657
LOUIS MILANI FOODS INC. 306,563
De Cisco Garlic Dressing 14,502
1890 French Dressing 48,618
Italian Dressing 13,742
Salad Dressings 224,961
Thousand Island Dressing 4,740
MILES LABORATORIES 1,636,860
Alka-Seltzer 551,197
Bactine 4,683
One-A-Day Vitamins 1,080,980
MILK FOUNDATION INC. 151,855
MILLER BREWING CO. 150,435
MILNOT CO. 57,209
MILWAUKEE GAS & LIGHT CO. 207,507
MINNEAPOLIS GAS CO. 144,628
MINNEAPOLIS-HONEYWELL REGULATOR CO. 63,641
MINNESOTA HOSPITAL SERVICE ASSN. & MINNESOTA MEDICAL SERVICE INC. 41,011
MINNESOTA MINING & MFG. CO. 190,043
Scotch-Brite Scouring Pad 33,184
Scotch Cellophane Tape 125,793
Thermo-Fax 28,814
Institutional 2,252
MINNESOTA POWER & LIGHT CO. 30,580
MINUTE MAID CORP. 1,530,796
Hi-C Beverages 589,594
Minute Maid Frozen Fruit 174,600
Minute Maid Frozen Juices 254,533
Snow Crop Frozen Juices 320,542
Snow Crop Frozen Juices & Vegetables 21,987
Snow Crop Frozen Vegetables 104,288
Snow Crop Products 65,252
MIRRO ALUMINUM CO. 35,376
THE MISSION FOLK
Mission Pak Food Products 45,174
MISSISSIPPI POWER & LIGHT CO. 34,709
MISSOURI PACIFIC RAILROAD CO. 88,990
MISTER SOFTEE INC. 27,815
MOBILE GAS SERVICE CORP. 38,236
MOGEN DAVID WINE CORP.
Wines 188,076
MOHAWK AIRLINES INC. 43,755
MONET JEWELERS 34,170
MONOCLE INC.
Shirts 45,629
MONONGAHELA POWER CO. 40,954
MONSANTO CHEMICAL CO. 100,614
Lion Oil Co. 99,150
Monsanto Chemical Co. 1,464
MOORE-McCORMACK LINES INC. 144,155
MORAL REARMAMENT 201,990
JOHN MORRELL & CO. 1,059,310
Meat Products 536,533
Red Heart Cat Food 46,836
Red Heart Dog Food 474,597
Saratoga Meat Products 1,344
NORMAN M. MORRIS CORP.
Omega Watches 51,496
PHILIP MORRIS INC. 4,923,560
Alpine Cigarets 1,284,052
Benson & Hedges Cigarets 303,108
Marlboro Cigarets 1,424,525
Mayfield Cigarets 8,333
Parliament Cigarets 1,427,655
Philip Morris Cigarets 443,045
Revelation Tobacco 9,903

Spud Cigarets	12,680
Institutional	10,259
MORROW & CO., WILLIAM	33,353
MORTON SALT CO.	52,361
Rock Salt	14,234
Salt	38,127
MOTHER'S FOOD PRODUCTS INC.	29,223
Gefilte Fish	24,711
Margarine	4,512
MOTOROLA INC.	446,942
Car Radio	43,839
Dahlberg Hearing Aid	14,295
Phonograph	77,097
Radio	46,716
Stereo Hi-Fi	25,394
Television	115,409
Products	124,192
MOUNTAIN STATES TELEPHONE & TELEGRAPH CO.	121,733
MOUNTAIN VALLEY WATER CO.	
Mineral Water	166,798
MR. BOSTON DISTILLER INC.	82,215
Mr. Boston Egg Nog	1,012
Mr. Boston Golden Gin	1,505
Mr. Boston Personal Choice	340
Mr. Boston Products	25,367
Old Mr. Boston Rocking Chair Whisky	37,814
Old Mr. Boston Vodka	1,981
Old Mr. Boston Whisky	14,196
MRS. BAIRD'S BAKERIES INC.	131,156
MRS. SMITH PIE CO.	85,198
C. F. MUELLER CO.	
Macaroni Products	251,687
MURINE CO.	308,010
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN.	
Mutual of Omaha	836,038
MUTUAL FIRE INSURANCE ASSN. OF NEW ENGLAND	39,447
MYERS FOODS INC.	68,054
Frozen Chicken Products	13,867
Frozen Foods	5,575
Frozen Meat Pies	44,958
Frozen Vegetables	3,654

N

NAAS FOODS INC.	80,875
Sauce Arturo	36,562
Vegemato	44,313
NALLEY'S INC.	86,954
Lumberjack Syrup	8,772
Nalley's Beef Stew	8,976
Nalley's Chili Con Carne	7,510
Nalley's Chip Dip	36,795
Nalley's Food Products	13,825
Tang Salad Dressing	11,076
NANCE DELMARLE COMPANY INC.	
Mustard	25,667
NARRAGANSETT BREWING CO.	69,398
Croft Ale	3,630
Narragansett Beer	65,768
NARRAGANSETT ELECTRIC CO.	95,891
NASH-FINCH CO.	
Nash's Coffee	27,788
NASHVILLE ELECTRIC SERVICE	34,993
NASSAU, BAHAMAS DEVELOPMENT BOARD	298,674
NATIONAL AIRLINES, INC.	2,083,415
NATIONAL BISCUIT CO.	2,500,723
Bev Fizz	58,975
Dromedary Cake Mix	5,208
Milk-Bone Dog Biscuits	1,258
Millbrook Bread	249,879
National Biscuit Crackers	2,185,403
NATIONAL CASH REGISTER CO.	
Products	56,935
NATIONAL COAL ASSN.	42,663
NATIONAL CRANBERRY ASSN.	
Ocean Spray Cranberry Sauce	221,103
NATIONAL DAIRY PRODUCTS CORP.	6,545,894
Breakstone's Cottage Cheese	173,938
Breyer's Ice Cream	63,393
Cloverleaf Milk	32,940
Kraft Barbecue Sauce	89,593
Kraft Caramels	260,941
Kraft Caramels & Fudgies	242,397
Kraft Cheese	332,892
Kraft Dinners	893,253
Kraft Jellies & Preserves	29,829
Kraft Margarines	715,463
Kraft Marshmallows	829,406
Kraft Mayonnaise	11,676
Kraft Products	63,238
Kraft Salad Dressings	7,056
Miracle Margarine	135,813
Miracle Whip Salad Dressing	100,257
Parkay Margarine	613,108
Philadelphia Cream Cheese	275,191
Sealtest Buttermilk	4,985
Sealtest Chocolate Milk	82,465
Sealtest Cottage Cheese	445,340
Sealtest Dairy Products	282,741
Sealtest Dip-N-Dressing	211,606
Sealtest Egg Nog	29,894
Sealtest Ice Cream	219,988
Sealtest Juices	17,995
Sealtest Milk	126,265
Sealtest Products	144,466
Southern Dairy Products	2,119
Temp-Tee Cream Cheese	107,646
NATIONAL DISTILLERS & CHEMICAL CORP.	8,069,376
Bellows Club Bourbon Whisky	348,706
Bellows Club Bourbon & Partners Choice	43,145
Bellows Partners Choice Whisky	251,440
Bellows Whiskies	86,075
Bond & Lillard Whisky	226,294
Bourbon De Luxe Whisky	249,989
Century Club Whisky	114,723
Cinzano Vermouth	106,424
Crab Orchard Whisky	22,804
De Kuyper Cordials	1,619
De Kuyper Creme De Menthe	5,046
Gilbey's Gin	195,349
Gilbey's Gin & Vodka	582,547
Gilbey's Vodka	25,943
Hill & Hill Whisky	597,798
Jockey Club Whisky	32,211
Kentucky Colonel Whisky	47,784
King George IV Scotch Whisky	73,056
Mellwood Whisky	853
Mount Vernon Whisky	8,052
National Distillers Institutional	1,802
Old Crow Whisky	1,507,174
Old Dover Whisky	56,317
Old Grand-Dad Whisky	978,059
Old Hermitage Whisky	126,714
Old Log Cabin Whisky	156,486
Old Overholt Whisky	17,389
Old Sunny Brook Whisky	680,723
Old Taylor Whisky	898,597
PM Whisky	451,405
Vat 69 Scotch Whisky	174,852
NATIONAL FRUIT PRODUCTS CO.	
White House Apple Sauce	42,825
NATIONAL HOMES CORP.	34,100
NATIONAL LEAD CO.	
Dutch Boy Paints	48,932
NATIONAL NURSERIES SALES CORP.	34,061
NATIONAL OATS CO.	37,477
National Oats	4,872
3 Minute Grits	1,123
3 Minute Oats	4,558
3 Minute Popcorn	12,378
3 Minute Quick Oats	9,107
3 Minute Raisin Oats	5,439
NATIONAL STEEL CORP.	50,919
Great Lakes Steel Corp.	29,466
National Steel Corp.	21,453
NATIONAL SUGAR REFINING CO.	113,485
Arbuckle's Sugar	15,042
Godchaux Sugar	7,156
Jack Frost Sugar	80,160
Quaker Sugar	11,127
NATIONAL TELEFILM ASSOCIATES INC.	375,628
NATIONAL TRAILWAYS BUS SYSTEM	435,060
NATION'S BUSINESS	45,615
NATIONWIDE INSURANCE CO.	673,304
NEHI CORP.	515,535
Nehi Beverages	10,696
Par-T-Pak Beverages	113,687

Maine's "Blue Chip" Market

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and its 7-county trading area is Maine's best marketplace.

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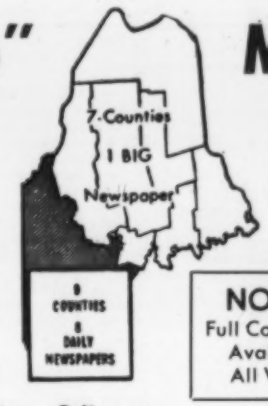

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Kodak
TRADE MARK

Royal Crown Cola	381,771
Upper-10	9,381
THOMAS NELSON & SONS	27,902
NESTLE CO.	1,309,016
Decaf	274,225
Nescafe	558,448
Nestle's Butterscotch	44,203
Nestle's Chocolate Bits	5,860
Nestle's Eveready Cocoa	108,244
Nestle's Products	7,596
Nestle's Quik	92,117
Nestle's Semi-Sweet Chocolate	174,057
Nestle's Zip	5,863
Swiss Knight Cheese	32,138
Wispride Cheese Spreads	6,265
NEW ENGLAND FISH CO.	28,936
Icy Point Salmon	13,340
Pillar Rock Salmon	11,141
Pink Beauty Salmon	4,455
NEW ENGLAND MUTUAL LIFE INSURANCE CO.	26,619
THE NEW ENGLAND SHOPPER	35,994
NEW ENGLAND TELEPHONE & TELEGRAPH CO.	130,943
NEW HAVEN GAS & LIGHT CO.	25,090
NEW JERSEY BELL TELEPHONE CO.	244,329
NEW JERSEY DEPT. OF AGRICULTURE	
Eggs	26,974
NEW YORK CENTRAL SYSTEM	26,604
NEW YORK DAILY NEWS	150,956
NEW YORK HERALD TRIBUNE	153,827
NEW YORK LIFE INSURANCE CO.	1,364,095
NEW YORK, NEW HAVEN & HARTFORD RAILROAD CO.	62,810
NEW YORK POST	67,372
NEW YORK STATE DEPARTMENT OF COMMERCE	101,569
NEW YORK TELEPHONE CO.	820,798
NEW YORK TIMES	340,555
NEWSWEEK INC.	353,870
NIAGARA MOHAWK POWER CORP.	148,504
NIAGARA THERAPY MFG. CORP.	39,359
NISSAN MOTOR CO.	
Datsun Cars	34,836
NORFOLK & WESTERN RAILWAY CO.	55,950
NORTH AMERICA COMPANIES	79,274
NORTH AMERICAN ACCIDENT INSURANCE CO. OF CHICAGO	40,172
NORTH AMERICAN AVIATION INC.	41,043
NORTH AMERICAN CIGARETTE MANUFACTURERS INC.	
Diplomat Cigarets	45,900
NORTH AMERICAN LIFE & CASUALTY CO.	44,542
NORTH AMERICAN PHILIPS CO.	
Norelco Electric Shaver	362,115
NORTH CENTRAL AIRLINES	176,422
NORTH WOODS COFFEE CO.	
Coffee	118,262
NORTHEAST AIRLINES INC.	771,486
NORTHERN ILLINOIS GAS CO.	25,126
NORTHERN INDIANA PUBLIC SERVICE CO.	65,893
NORTHERN NATURAL GAS CO.	217,883
NORTHERN PACIFIC RAILWAY CO.	171,695
NORTHERN PAPER MILLS	125,764
Tissue & Waxtex	54,849
Tissues	70,915
NORTHERN STATES POWER CO.	301,587
NORTHRUP, KING & CO.	
Seeds	64,942
NORTHWEST AIRLINES INC.	169,456
NORTHWESTERN BELL TELEPHONE CO.	178,598
NORTHWESTERN NATIONAL LIFE INSURANCE CO.	33,466
W. W. NORTON & CO.	94,888
NORWEGIAN AMERICA LINE AGENCY INC.	92,681
NORWICH PHARMACAL CO.	574,878
Cees Cough Medicine	32,664
NP-27	207,619
Nebs	46,212
Norforms	246,707
Norwich Products	38,750
Paracin	2,926
NOXZEMA CHEMICAL CO.	1,105,250
Droplets	6,598
Noxzema Preparations	988,957
Nozain	109,695

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OAK FARMS DAIRIES	33,444
O'BRIEN CORP.	
Paints	115,117
OCEAN HIGHWAY ASSN.	28,910
OERTEL BREWING CO.	
Beer	67,509
OHIO BELL TELEPHONE CO.	278,446
OHIO EDISON CO.	89,131
OHIO FUEL GAS CO.	30,707
OHIO OIL CO.	457,963
Marathon Gas & Oil	395,606
Marathon Heating Oil	39,591
Institutional	22,766
OKLAHOMA GAS & ELECTRIC CO.	35,913
OKLAHOMA NATURAL GAS CO.	44,491
OKLAHOMA OIL CO.	295,728
OLD AMERICAN INSURANCE CO.	158,349
OLD READING BREWERY	33,845
OLIN MATHIESON CHEMICAL CORP.	26,304
Olin Mathieson Home Products	2,358
Vigran	23,946
ROBERT E. OLSON CO.	
Motaloy	37,019
OLYMPIA BREWING CO.	
Beer	401,082
ONTARIO (CANADA) TRAVEL BUREAU	29,300
OPEN PIT FOOD SALES INC.	
Barbecue Sauce	116,066
ORANGE-CRUSH CO.	66,627
Orange Crush	61,591
Old Colony Beverages	5,036
OREGON TRAVEL INFORMATION BUREAU	68,526
ORGANIZATION FOR EUROPEAN ECONOMIC COOPERATION	
European Travel Commission	30,210
ORIENT & PACIFIC LINES	
Steamship Transport	93,490
HENRY F. ORTLEIB BREWING CO.	81,671
Ale	5,892
Beer	75,779
JOHN OSTER MFG. CO.	84,851
Appliances	39,140
Hair Dryer	21,783
Knife Sharpener	23,928
OSTREX CO.	72,525
OTARION LISTENER CORP.	
Hearing Aid	32,233
OTOE FOOD PRODUCTS CO.	57,162
Morton House Baked Beans	54,787
Morton House Foods	2,375
OUTBOARD MARINE CORP.	674,769
Evinrude Outboard Motor	126,967
Gale Buccaneer Outboard Motor	62,448
Johnson Outboard Motors	435,071
Lawn Boy Power Mowers	50,283
OUTDOOR ADVERTISING INC.	26,543
OWENS-CORNING FIBERGLASS CORP.	60,392
OWENS YACHT CO.	
Boats	43,675
OXFORD UNIVERSITY PRESS INC.	30,199
OZARK AIR LINES INC.	32,669

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PABST BREWING CO.	694,618
Blatz Beer	85,847
Blue Ribbon Malt Extract	2,787
Eastside Old Tap	4,656
Pabst Blue Ribbon Beer	601,328
PACIFIC AIR LINES INC.	56,952
PACIFIC GAMBLE ROBINSON	138,368
Snoboy Apples	106,521
Snoboy Fruits	28,232
Snoboy Grapefruit	3,615
PACIFIC GAS & ELECTRIC CO.	307,074
PACIFIC HAWAIIAN PRODUCTS CO.	
Hawaiian Punch	352,485
PACIFIC LIGHTING CORP.	
Southern California Gas Co.	417,193
PACIFIC NORTHERN AIRLINES INC.	48,024
PACIFIC POWER & LIGHT CO.	56,698
PACIFIC TELEPHONE & TELEGRAPH CO.	755,581
PACKARD-BELL ELECTRONICS CORP.	152,346
Garage Door Opener	5,436
Phonograph	4,644
Radio & Television	142,266
PADDINGTON CORP.	
J & B Scotch Whisky	62,976
PAILLARD INC.	51,766
Bolex Cameras	45,377
Hermes Typewriter	6,389
PALM BEACH CO.	
Suits	158,807
PAM INDUSTRIES	
Dry Fry	251,006
PAN AMERICAN COFFEE BUREAU	63,746
PAN-AMERICAN LIFE INSURANCE CO.	43,638
PAN AMERICAN WORLD AIRWAYS	2,488,295
Aeronaves De Mexico	212,399
CMA	109,057
Mexicana	77,102
Pan American Grace	142,398
Pan American Grace & Pan American World Airways	95,945
Pan American Missiles Range Division	8,790
Pan American World Airways	1,842,604
PANDORA KNITWEAR, INC.	
Sweaters	42,562
PANTHEON BOOKS INC.	55,698
PARADE PUBLICATIONS INC.	45,451
PARKER BROTHERS INC.	
Games	29,886
PARKER PEN CO.	540,407
Eversharp Pencils & Pens	162,471
Parker Pencils & Pens	377,936
JOSEPH PARMET CO.	68,812
One Wipe Dust Cloth	63,378
One Wipe Dust Mop Cover	5,434
PATTI-LANE INC.	
Patti Fashions	73,602
PAX & CO.	
Seeds	58,003
PAXTON & GALLAGHER CO.	313,724
Butter-Nut Coffee	218,544
Butter-Nut Coffee & Instant Coffee	29,089
Butter-Nut Instant Coffee	66,091
PEARL BREWING CO.	
Beer	154,296
F. H. PEAVEY & CO.	
King Midas Flour	58,822
PEERLESS IMPORTERS INC.	41,823
Dry Fly Sherry	2,781
Hankey Bannister Products	7,552
Hankey Bannister Scotch Whisky	31,490
PENICK & FORD LTD.	95,993
Brer Rabbit Syrup	23,759
Davis Baking Powder	12,026
My-T-Fine Pie Filling	9,270
My-T-Fine Puddings	46,988
Swel Frosting Mix	3,950
PENINSULAR & OCCIDENTAL STEAMSHIP CO.	79,346
PEN-JEL CORP.	37,856
PENN DAIRIES	
Pennsupreme Ice Cream	25,954
PENNSALT CHEMICAL CORP.	
Lewis Eagle Lye	58,327
PENNSYLVANIA DEPT. OF COMMERCE, (HARRISBURG, PA.)	43,430
PENNSYLVANIA INDUSTRIES	34,269
PENNSYLVANIA MUTUAL LIFE INSURANCE CO.	79,948
PENNSYLVANIA POWER & LIGHT CO.	109,085
PENNSYLVANIA RAILROAD	31,910
PENNSYLVANIA REFINING CO.	
Gumout	28,747
PEOPLES GAS LIGHT & COKE CO.	437,751
PEOPLES GAS SYSTEM (TAMPA)	56,206
PEOPLES LIFE INSURANCE CO.	26,363
PEOPLES NATURAL GAS CO.	79,217
PEPPERELL MFG. CO.	68,341
PEPPERIDGE FARM INC.	107,522
Baking Products	4,153
Bread	421
Frozen Baking Products	83,293
Stuffing	19,655
PEPSI-COLA CO.	3,222,211
PERK DOG FOOD CO.	32,165
Perk Dog Food	5,057
Vets Dog Food	27,108
PERSONAL SPORTSWEAR CO.	
Sportswear	29,487
PERSONS-LANDSEE TRAVEL SERVICE	31,863
PET MILK CO.	245,849
Golden Key Evaporated Milk	12,744
Pet Dairy Products	4,248
Pet Evaporated Milk	116,382
Pet Instant Dry Milk	67,075
Pet Milk	8,691
Pet-Ritz Frozen Fruit Pies	27,590
Sego Evaporated Milk	9,119
PETERSON OINTMENT CO.	32,384
PETITE MISS CO.	25,628
PEUGEOT INC.	
Peugeot Cars	69,321
PEVELY DAIRY	48,864
Butter	3,951
Cottage Cheese	6,542
Ice Cream	23,643
Milk	10,898
Products	3,830
PFEIFFERS FOOD PRODUCTS INC.	
Dressings	61,545
CHAS. PFIZER & CO.	132,426
A-C-M	5,514
Acnecare	38,653
Candettes	6,500
Candettes Cough-Jel	15,940
Cool Gold	6,526
Kidz	59,293
PHARMACEUTICALS INC.	324,452
Aqua Velva & Lectric Shave	27,522
Aqua Velva & Williams Instant Shave	36,672
Conti Shampoo	3,334
Geritol	19,721
Serutan	62,907
Sominex	17,534
Williams Preparations	11,320
Zarumin	17,604
Products	127,838
PHILADELPHIA & READING CORP.	
Fruit of the Loom Underwear	117,601
PHILADELPHIA ELECTRIC CO.	207,056
PHILADELPHIA GAS WORKS	88,913
PHILADELPHIA NEWS	146,557
PHILADELPHIA SHELVING CORP.	31,352
PHILCO CORP.	406,749
Philco Air Conditioner	4,273
Philco Automatic Heating	649
Philco-Bendix Dryer	7,588
Philco-Bendix Duomatic	29,537
Philco-Bendix Washer	23,179
Philco Phonograph	11,362
Philco Products	26,356
Philco Radio	177
Philco Radio & Television	9,596
Philco Range & Refrigerator	645
Philco Ranges	2,080
Philco Refrigerator & Washer	3,409
Philco Refrigerators	92,002
Philco Television	193,002
Philco Transac S-2000	2,894
PHILLIPS PETROLEUM CO.	2,145,939
Gasolines & Oils	2,139,125
Heating Oil	658
66 Fertilizer	6,156
PHILOSOPHICAL LIBRARY INC.	32,785
PIEDMONT AVIATION INC.	168,082
PIEDMONT NATURAL GAS CO.	85,764
PIEL BROS.	
Beer	87,351
S. S. PIERCE CO.	41,431
Glen Garry Scotch Whisky	3,729
S. S. Pierce Number 6 Whisky	18,728
S. S. Pierce Red Label Whisky	3,145
S. S. Pierce Wines	389
Products	15,440
PIERCE'S PROPRIETARIES INC.	
Dr. Pierce's Golden Medical Discovery	65,219
PILLSBURY CO.	5,305,357
Ballard Flour	91,340
Globe A-1 Flour	17,288
Pillsbury Apple Crunch Mix	234,570
Pillsbury Baking Products	764,261
Pillsbury Best Flour	1,494,236
Pillsbury Biscuits	29,167
Pillsbury Boston Cream Pie Mix	16,091
Pillsbury Cake Mixes	1,744,599
Pillsbury Caramel Nut Rolls	120,546

announcing us as a member of puck, the comic weekly, it says: "the orlando market is one of the hottest growth markets in the u.s.

"while it is currently the 69th in retail sales, it is estimated that sales management retail sales figures will show it to be approx. the 60th market.

"it is also estimated that by the close of 1961, orlando will be in the first 50."

orlando sentinel-star

"...a clincher in the case for Newspaper Continuity"

says FAIRFAX M. CONE
Chairman of The Executive Committee
Foote, Cone & Belding

"Continuity in advertising is just as important in newspapers as in any other medium. I like the new Continuity-Impact-Discount Plans because to my way of thinking they provide a real incentive for advertisers to gain continuity in newspaper advertising on a greater scale than ever before."

The Continuity-Impact-Discount Plan, originated by Louisville newspapers, offers discounts of up to 13% for taking advantage of the impact of continuity.

Newspapers sell best in Louisville. Let us prove it while you save up to 13% in the process.

C-I-D C-I-D plans are now offered by 5 other newspapers

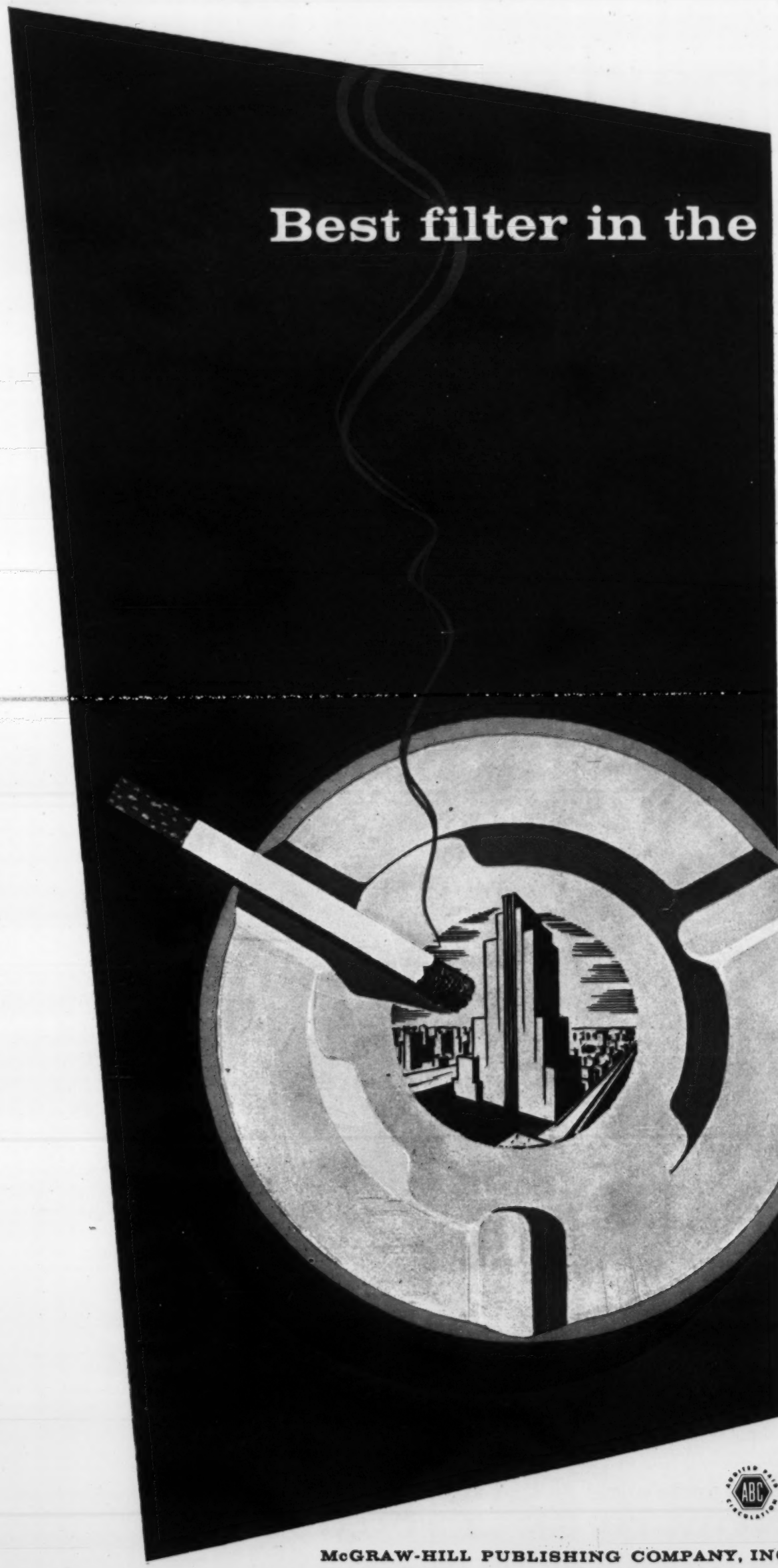
The Courier-Journal and The Louisville Times

Represented nationally by the Branham Company

don't count heads... count dollars

2nd in Massachusetts
● Consumer Spendable Income
● Retail Sales
SRDS 1/15/60

Springfield (Mass.) Newspapers



Best filter in the business

Not every Tom, Dick or Harry can subscribe to a McGraw-Hill publication.

We filter out those people for whom the publication is not intended—and for whom advertisers should not be asked to pay. Our first step is to require payment. This helps establish definite reader interest.

Beyond that, each publication has rigid standards that prospective subscribers must measure up to.

These standards require that the subscriber's organization have an active interest in the field served by the publication, and that the subscriber himself be a responsible individual who has an influence in purchases.

Last year, we declined 22,000 subscriptions, worth $150,000, from persons we believed would not benefit from the editorial and advertising content of our publications.

This is only one of the reasons why McGraw-Hill publications offer every advertiser such a highly effective audience for his products and services.

Selected and bought by men in industry who want the best in editorial service.

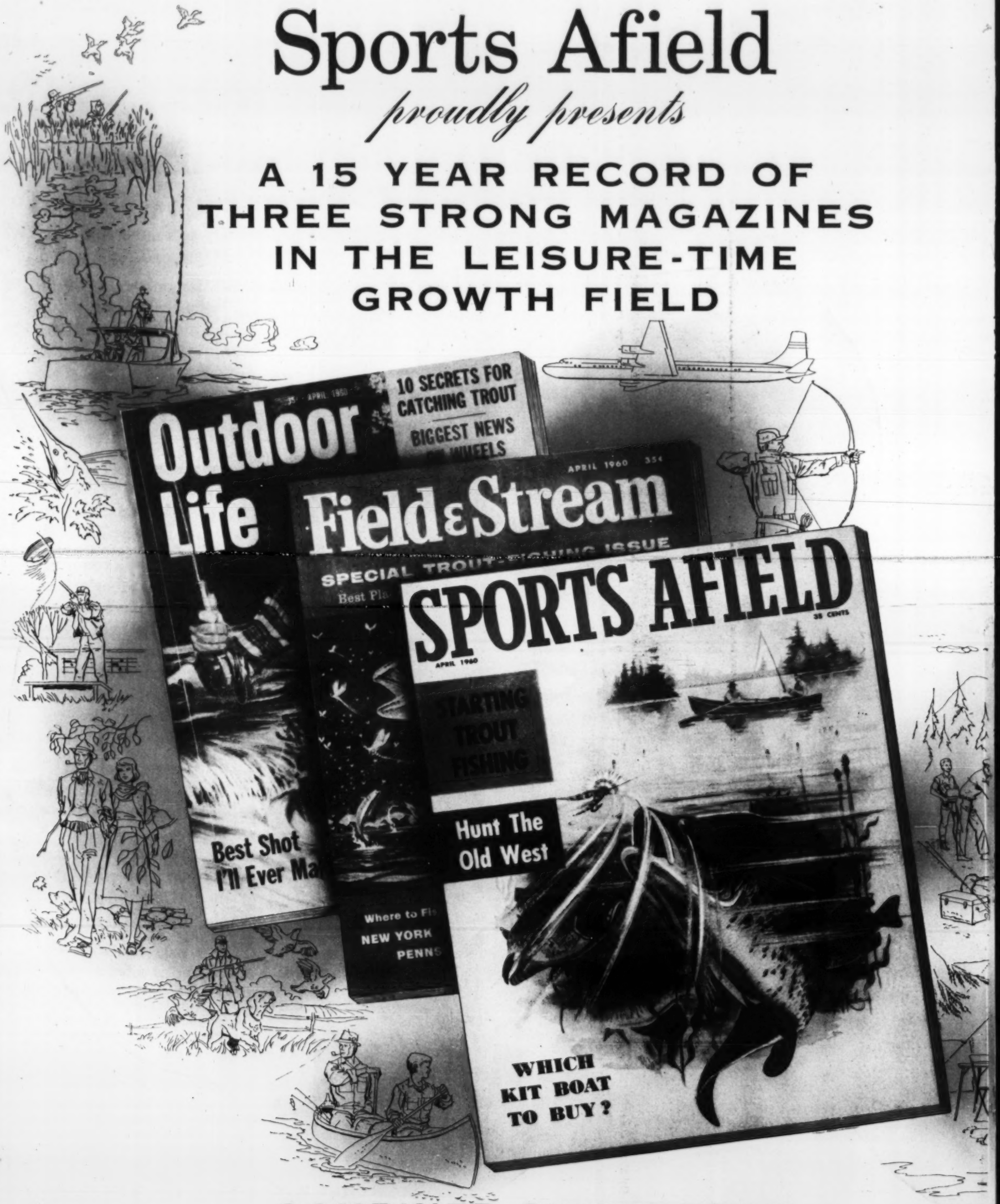
McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N.Y. 36, N.Y.

Sports Afield

proudly presents

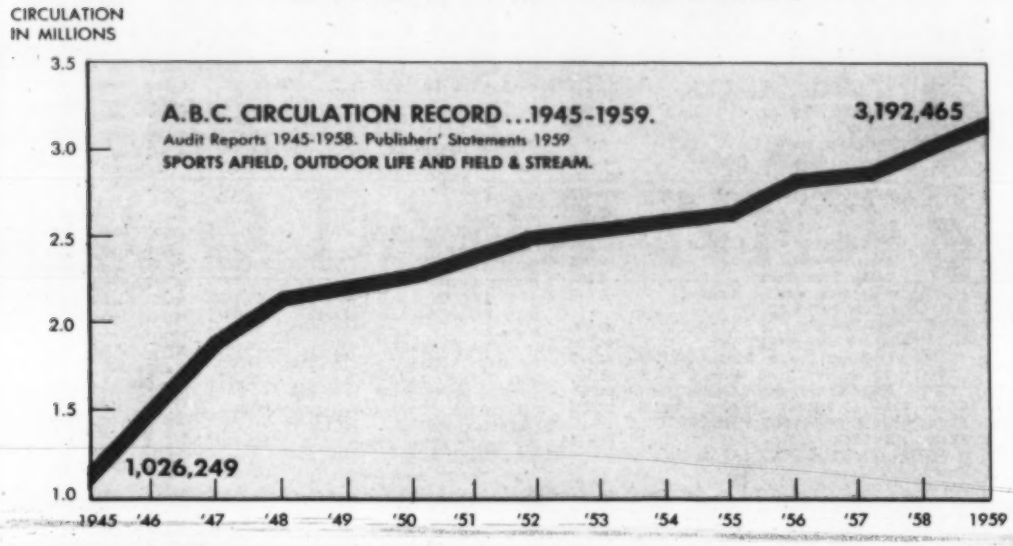
A 15 YEAR RECORD OF THREE STRONG MAGAZINES IN THE LEISURE-TIME GROWTH FIELD



COMBINED CIRCULATION NOW OVER 3,200,000

UP 211%

THE LARGEST GAIN IN ANY MAGAZINE FIELD IN THE LAST 15 YEARS



Now over 3,200,000 Select Prospects—At Lowest Cost!

The massive growth of the $40 billion leisure-time market has nowhere shown itself more powerful than in the 3 great Sportsmen's magazines. And in no other media does your advertising work so effectively and cost so little.

The more than 3 million readers of these magazines are active sportsmen — *known spenders* — who play harder, replace oftener and spend easier . . . not only for everything connected with active outdoor living but for everyday needs as well.

Your salesmen call on their best prospects first. Why not your advertising? Why waste advertising "calls" in expensive, scatter-shot multi-million general media? Sell your *best* prospects *first* at the lowest possible unit cost in the Sportsmen's Group . . . the magazine field of greatest growth and selling power!

Sports Afield

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

Pillsbury Chiffon Float Mix	17,494
Pillsbury Cinnamon Rolls	112,772
Pillsbury Coffee Cake	4,926
Pillsbury Cookies	14,954
Pillsbury Dinner Rolls	33,104
Pillsbury Feeds	4,478
Pillsbury Frosting Mix	94,072
Pillsbury Frozen Cookie Mix	177,385
Pillsbury Instant Mashed Potatoes	96,145
Pillsbury Pancake & Waffle Mix	125,156
Pillsbury Pie Crust Mix	1,161
Pillsbury Pizza Mix	2,942
Pillsbury Popover Mix	39,684
Pillsbury Pudding-Cake Mix	68,207
Pillsbury Soy & Feed	779
PINEX CO.	46,870
Dexyl	22,151
Pabasone	4,066
Pinex	20,653
LYDIA E. PINKHAM MEDICINE CO.	479,256
Hal-O-Gene	1,450
Lydia E. Pinkham's Compound	477,806
PITNEY-BOWES INC.	
Postage Meter	35,504
PITTSBURGH BREWING CO.	57,010
Iron City Beer	48,331
Tech Beer	8,679
PITTSBURGH PLATE GLASS CO.	151,630
Mirrors	7,124
Paints	115,270
Products	29,236
PLANTERS NUT & CHOCOLATE CO.	95,486
Oil	45,730
Peanut Butter	49,756
PLOUGH, INC.	1,263,772
C-2223	3,705
Black & White Ointment	3,384
Coppertone	90,833
Creolin	30,111
Dr. Edward's Olive Tablets	132,258
Mexsana	64,464
Moroline	33,766
Musterole	144,157
Nix Deodorant	5,606
Nujol	37,797
Penetro Cough Drops	1,599
Penetro Rub	10,417
Ril-Sweet	28,348
St. Joseph Aspirin	442,709
St. Joseph Nose Drops	31,334
St. Joseph Products	3,579
Solarcaine	6,381
Zemo	193,324
PLUMROSE INC.	50,744
Deviled Ham	21,659
Meat Products	29,085
POIRETTE CORSETS INC.	84,043
POPPER-MORSON CORP.	27,089
E. Martin Brandy	2,498
Peter Hagen Cordials	11,880
Popper Morson Products	12,711
PORTLAND CEMENT ASSN.	316,299
PORTLAND GENERAL ELECTRIC CO.	48,168
POTOMAC ELECTRIC POWER CO.	114,810
PREMIUM ASSOCIATED INC.	
Red Scissors Coupons	62,922
PRENTICE-HALL INC.	81,780
PRE-SEEDED PRODUCTS INC.	104,416
Flowering Carpet	48,095
Plant-A-Mat	56,321
PRINCE GARDNER CO.	35,025
Billfold	8,543
Products	26,482
PRINCETON TIRE CO.	
Tires	53,258
PROCTER & GAMBLE CO.	6,249,563
American Family Products	38,333
Camay Soap	50,682
Charmin Paper Products	2,875
Clorox	1,633,972
Crest Tooth Paste	25,326
Crisco	24,066
Duncan Hines Cake Mix	667,173
Duz	17,452
Gleem Tooth Paste	665,370
Ivory	151,667
Ivory Flakes	254,877
Ivory Liquid Detergent	364,653
Jif Peanut Butter	4,819
Joy Liquid Detergent	164,151
Lava Soap	18,006
Mr. Clean	1,045,736
Procter & Gamble Products	221,586
Secret Deodorant	176,937
Tide	704,598
Whirl	14,112
Wondra Shampoo	2,907
Zest	265
PROVIDENCE GAS CO.	91,508
PRUDENTIAL INSURANCE CO. OF AMERICA	1,913,440
PUBLIC SERVICE CO. OF COLORADO	90,207
PUBLIC SERVICE CO. OF NORTHERN ILLINOIS	299,504
PUBLIC SERVICE ELECTRIC & GAS CO. OF NEW JERSEY	406,954
Bus Transportation	56,465
Light & Power	350,489
PUBLICKER INDUSTRIES INC.	827,601
Cavalier Vodka	11,449
Charter Oak Whisky	27,462
Cobbs Creek Whisky	3,155
County Fair Whisky	14,035
Dixie Belle Gin & Vodka	19,734
Dixie Belle Gin & Whisky	16,768
Kinsey Whisky	29,703
McCallum Scotch Whisky	439
Old Classic Whisky	16,794
Old Hickory Whisky	562,164
Philadelphia Gold Label Whisky	3,457
Philadelphia Whisky	110,634
Philadelphia White Label Whisky	11,807
PUGET SOUND PULP & TIMBER CO.	31,564
M D Napkins	20,773
Powder Room Tissues	10,791
PURE FOOD CO.	42,033
Herb-Ox Bouillon Cubes	18,401
Stoll's Westchester Boned Chicken	23,632
PURE OIL CO.	714,060
Fuel Oil	19,425
Gasolines & Oils	693,741
Tires	894
PUREX CORP.	824,522
Bat Guano	5,517
Blu White Bluing	1,511
Dutch Cleanser	158,854
Fleecy Bleach	107,022
Little Bo-Peep	57,186
Purex	179,721
Sweetheart Soap	148,221
Trend Detergent	134,900
Wrisley Soap Products	31,590
PURITAN SPORTSWEAR CORP.	
Ban-Lon Sportswear	109,044
PURITRON CORP.	27,071
PURITY CHEESE CO.	32,638
PURITY MAID BAKING CO.	34,383
Bread	24,183
Products	10,200
I. PUTNAM INC.	
Klutch	68,672
G. P. PUTNAM'S SONS	104,902

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QUAKER OATS CO.	4,060,609
Aunt Jemima Bread Mix	162,013
Aunt Jemima Cake Mix Products	48,180
Aunt Jemima Mixes	95,054
Aunt Jemima Pancake Mix	101,798
Aunt Jemima Pancake & Waffle Mix	40,033
Aunt Jemima & Quaker Corn Meal & Grits	17,312
Chuck Wagon Charcoal Briquets	44,291
Flako	6,401
Ful-O-Pep Feeds	714
Instant Quaker Oats	38,114
Ken-L-Biskit	591,414
Ken-L-Biskit & Ken-L-Ration	6,646
Ken-L-Meal	99,896
Ken-L-Ration	450,572
Ken-L-Treats	381,591
Life Cereal	73,371
Mother's Oats & Quaker Oats	400,431
Mother's Soup	4,598
Muffets	37,145
Pettijohns Wheat Cereal	3,793
Puss 'N Boots Cat Food	406,299
Quaker Cereals	250,249
Quaker Oats	197,453
Quaker Oats & Quick Quaker Oats	33,337
Quaker Puffed Grains	8,052
Quaker Puffed Rice & Wheat	553,364
Quaker Shredded Wheat	771
Quaker Sugar Puffs	1,205
Wolf Brand Chili & Tamales	6,512
QUALITY DAIRY CO.	
Dairy Products	79,695
QUALITY IMPORTERS INC.	236,339
Ambassador Scotch Whisky	172,649
Old Bushmills Irish Whisky	18,365
White Heather Scotch Whisky	45,325
QUANTAS EMPIRE AIRWAYS LTD.	52,878
QUEBEC PROVINCIAL PUBLICITY BUREAU	55,475

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RADIATOR SPECIALTY CO.	98,457
Motor-Medic	7,198
Motor-Medic & Transeal	85,279
Transeal	5,980
RADIO CORP. OF AMERICA	1,748,709
National Broadcasting Co.	145,765
Radio Corp. of America	79,814
RCA Tubes	90,677
RCA Victor Phonograph	88,674
RCA Victor Phonograph & Radio	25,242
RCA Victor Phonograph & Television	4,072
RCA Victor Products	163,959
RCA Victor Radio	108,334
RCA Victor Radio & Television	29,963
RCA Victor Records	187,845
RCA Victor Tape Recorder	1,264
RCA Victor Television	823,100
RAEFORD WORSTED CORP.	68,570
RAGU PACKING INC.	48,265
Frozen Meat Balls	1,556
Spaghetti Sauce	46,709
RAILWAY EXPRESS AGENCY INC.	59,461
RALEIGH (N.C.) DEPARTMENT OF CONSERVATION & DEVELOPMENT	37,768
RALSTON PURINA CO.	860,455
Corn Chex	678,528
Purina Dog Chow	84,938
Purina Feeds	42,064
Ry-Krisp	2,538
Wheat Chex	2,908
Institutional	23,666
Products	25,813
RANDOM HOUSE INC.	311,270
RANDOM TRAVEL	33,938
RATH PACKING CO.	587,695
Frozen Meat Products	261,400
Meat Products	326,295
RAYONIER INC.	32,228
READERS DIGEST ASSN.	1,631,430
Condensed Book Club	393,647
Readers Digest	1,237,783
J. L. READ FOODS INC.	43,734
Duncan Hines Barbecue Sauce	2,849
Duncan Hines Dressings	30,123
Read Potato Salad	10,762
REAL-AEROVIAS BRASIL SYSTEM	25,979
REAL GOLD CO.	
Orange Juice Drink	95,773
REALEMON PURITAN CO.	30,165
Realfig Juice	24,660
Realemon Juice	2,901
Realprune Juice	2,604
REDDI-WIP INC.	153,126
Reddi-Wip	48,100
Top-Wip	105,026
RED DOT FOODS, INC.	
Potato Chips	40,179
RED L FOODS CORP.	
Frozen Products	67,481
H. B. REESE CANDY CO.	
Candies	47,757
REGAL KNITWEAR CO.	
Knitwear	59,798
REGAL PALE BREWING CO.	
Beer	63,629
WM. B. REILY & CO.	177,336
Luzianne Coffee	132,927
Luzianne Coffee & Chicory	23,674
Luzianne Coffee & Instant Coffee	1,420
Luzianne Instant Coffee	7,292
Luzianne Tea	12,023
RELAXACIZOR INC.	
Relax-A-Cizor	66,545
RELIANCE MFG. CO.	
Big Yank Slacks	28,528
RENAULT INC.	
Cars	928,442
RENFIELD IMPORTERS	1,403,105
Cointreau Liqueurs	13,716
Gordon's Gin	474,532
Gordon's Gin & Vodka	8,809
Gordon's Vodka	63,006
Haig & Haig Five Star & Pinch Bottle Scotch Whisky	196,870
Haig & Haig Five Star Scotch Whisky	242,819
King William IV Scotch Whisky	85,230
Martini & Rossi Vermouth	88,406
Martini & Rossi Wines	24,266
Melini Wine	15,759
Palomino Wine	2,406
Piper-Heidsieck Champagne	18,668
Renfield Products	168,618
RESINOL CHEMICAL CO.	260,630
RESTONIC CORP.	
Mattress	31,637
REVERE CAMERA CO.	48,695
Revere Cameras	32,455
Wollensak Tape Recorder	16,240
REVERE COPPER & BRASS INC.	
Revere Ware	71,235
REVERE KNITTING MILLS INC.	
Sweater	29,550
REVLON INC.	1,074,990
Delimine Compound	18,234
Femicin	149,566
Home Beautiful Room Mist	14,546
Revlon Preparations	694,890
Satin Set	12,418
Silicare	81,388
Spectran-B	44,495
Sun Bath	59,453
REXALL DRUG CO.	2,337,297
Intracel	13,750
Rexall Products	2,300,549
Rybutol	22,998
REYNOLDS METALS CO.	490,374
Eskimo Pie	41,089
Reynolds Wrap	376,371
Reynolon	58,062
Institutional	14,852
R. J. REYNOLDS TOBACCO CO.	8,192,351
Camel Cigarets	1,894,506
Salem Cigarets	6,294,388
Winston Cigarets	3,457
RHEEM MFG. CO.	26,510
Water Heater	16,094
Products	10,416
RICH PRODUCTS CORP.	26,669
Ice Cream	7,325
Whip Topping	19,344
RICHFIELD OIL CORP. OF CALIFORNIA	275,767
RICHMOND-CHASE CO.	353,465
Diet Delight Canned Fruits	205,460
Diet Delight Foods	9,945
Heart's Delight Fruit Juices	138,060
RIEGEL TEXTILE CORP.	
Fabrics	153,766
RIGBY MODELS INC.	78,098
RINEHART & CO.	52,015
HAROLD F. RITCHIE INC.	
Brylcreem	36,081
P. J. RITTER CO.	36,066
Ketchup	14,820
Products	21,246
ROBERTS DAIRY CO.	
Dairy Products	54,525
ROBILLO & CUNEO	
Ronco Macaroni Products	28,152
ROCHESTER GAS & ELECTRIC CO.	164,097
ROGERS, ALLEN & CO.	
Carrington's Whisky	26,515
ROLLEY CO.	
Tanfastic	79,148
ROMAN CLEANSER CO.	156,052
Bleach	7,276
Cleanser	148,776
ROMAN MEAL CO.	51,354
Baking Products	5,737
Bread	22,459
Cereal	23,158
ROMAN PRODUCTS CORP.	
Frozen Ravioli & Pizza	25,262
RONSON CORP.	
Lighters & Accessories	67,850
ROOTES LTD.	862,023
Hillman Cars	602,229
Hillman & Sunbeam Cars	28,358
Humber Cars	62,420
Singer Cars	122,165
Singer & Sunbeam Cars	2,107
Sunbeam Cars	34,836
Institutional	9,908
ROTHMAN'S OF PALL MALL CANADA LTD.	
Rembrandt Cigarets	28,627
ROVER MOTOR CO. OF NORTH AMERICA LTD.	
Rover Cars	38,235
ROYAL McBEE CORP.	
Royal Typewriter	102,943
HELENA RUBINSTEIN INC.	1,759,850
Preparations	1,683,049
Shampoo	76,801
RUPPERT, JACOB	
Beer	119,150
RUSTAIN PRODUCTS	
Zud	41,430
RUST-OLEUM CORP.	
Paint	94,823
RUTHERFORD FOOD CORP.	45,367
Hy Power Chili	5,163
Hy Power Tamales	8,656
Hy Power Products	31,548

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SAAB MOTORS INC.	
Saab Cars	45,493
SABENA BELGIAN WORLD AIRLINES	201,779
SACRAMENTO MUNICIPAL UTILITY DISTRICT	49,808
SAFECO INSURANCE CO. OF AMERICA	31,129
ST. LOUIS-SAN FRANCISCO RAILWAY CO.	28,888
SALADA-SHIRRIFF-HORSEY LTD.	394,418
Junket Dessert	19,738
Potato Plus	52,131
Salada Tea	287,847
Sea Brand Frozen Fish Products	34,702
SAN GIORGIO MACARONI INC.	
Products	25,245
SARONG INC.	
Bras & Girdles	114,148
C. F. SAUER CO.	237,533
Duke's Mayonnaise	154,982
Duke's Peanut Oil	24,213
Duke's Salad Dressing	10,331
Duke's Sandwich Spread	19,941
Sauer's Spice & Extracts	28,066
SAVANNAH SUGAR REFINING CORP.	
Dixie Crystals Sugar	81,538
SAVOGRAN CO.	
Strypeeze Paint Remover	38,701
SAWYER'S INC.	
View Master	136,876
SCAIFE CO.	
Timken Heating Equipment	51,304
SCANDANAVIAN AIRLINES SYSTEM INC.	540,550
F. & M. SCHAEFER BREWING CO.	
Beer	939,110
SCHENLEY INDUSTRIES	7,624,421
Amitone	107,159
Ancient Age Whisky	907,525
Belmont Whisky	30,027
Bertolli Wines	2,320
Bourbon Institute, The	74,591
Carioca Rum	110
Cascade Whisky	73,676
Cherry Heering	22,573
Coronet Brandy	181,320
Cream of Kentucky Whisky	155,203
Danski Vodka	1,180
Dewar's White Label Scotch Whisky	16,570
Du Bouchett Cordials	44,045
Dubonnet	17,764
Echo Spring Whisky	301,067
Gibson's Diamond 8 Whisky	13,015
Golden Age Gin	49,756
Golden Wedding Whisky	189,721
Golden Yar Vodka	1,324
I. W. Harper Whisky	288,734
J. W. Dant Whisky	503,302
J. W. Dant & Olde Bourbon Whiskies	11,022
J. W. Dant Olde Bourbon Whisky	74,189
James E. Pepper Whisky	60,914
Kentucky Bred Whisky	45,285
Kentucky Bred & Park & Tilford Reserve Whiskies	26,119
Kintore Scotch Whisky	15,118
MacNaughton's Whisky	142,363
Marie Brizard Liqueur	1,235
Melrose Gin	2,512
Melrose Gin & Whisky	27,825
Melrose Rare Whisky	267,466
Melrose Whisky	45,513
Old Charter Whisky	320,742
Old Quaker Whisky	224,654
Old Schenley Whisky	9,954
Old Stagg Whisky	316,180
Park & Tilford Carriage Whisky	16,893
Park & Tilford Private Stock Whisky	11,612
Park & Tilford Private Stock & Reserve Whisky	35,606
Park & Tilford Products	188,731
Park & Tilford Reserve Whisky	232,401
Park & Tilford Special Selection Canadian & Scotch Whisky	37,491
Park & Tilford Special Selection Scotch	9,241
Park & Tilford Whiskies	11,130
Pebbleford Whisky	1,057
Roma Wine	29,256
Royal Club Whisky	43,607
Samovar Vodka	160,487
Sam Thompson Whisky	2,394
Schenley Champion Whisky	235,812
Schenley Gin	10,905
Schenley London Dry Gin	2,433
Schenley O.F.C. Whisky	228,708
Schenley Products	42,508
Schenley Red Satin Whisky	48,668
Schenley Red Satin & Reserve	10,475
Schenley Reserve Whisky	1,150,183
Schenley Smooth American Gin	133,491
Schenley Vodka	8,207
Schenley Whiskies	82,078
Scottish Majesty Scotch Whisky	9,224
Sir John Schenley Whisky	86,990
Three Feathers	219,369
Tintex	3,391
SCHERING CORP.	354,983
Chooz	44,727
Control "24"	73,117
Correctol	23,114
Feen-A-Mint	26,259
Regutol	95,739
Saraka	92,027
SCHICK INC.	61,262
Lady Schick & Schick Shavers	12,294
Schick Lotion	21,332
Schick Preparations	27,636
SCHIEFFELIN & CO.	174,921
Chartreuse Liqueur	272
Cora Vermouth	9,373
Dagger Rum	767
Don Q Rum	4,097
Hennessy Brandy	26,919
Moet Champagne	11,203
Ruffino Wine	34,693
Schieffelin Products	2,805
Teacher's Highland Cream Scotch Whisky	84,792
JOS. SCHLITZ BREWING CO.	295,724
Old Milwaukee Beer	93,270
Schlitz Beer	202,454
WM. SCHLUDERBERG-T. J. KURDLE CO.	
Esskay Meat Products	56,801
SCHMIDT BAKING CO.	57,087
Bread	34,535
Products	22,552
C. SCHMIDT & SONS INC.	
Ale & Beer	237,303
SCHOLL MFG. CO.	449,057
Dr. Scholl's Air-Pillo Insoles	46,946
Dr. Scholl's Ball-O-Foot Cushion	40,190
Dr. Scholl's Electric Foot Massager	4,908
Dr. Scholl's Foot Powder	30,298
Dr. Scholl's Kurotex	26,041
Dr. Scholl's Solvex	4,334
Dr. Scholl's Toe-Flex	798
Dr. Scholl's Zino-Pads	295,542
S. A. SCHONBRUNN & CO.	84,895
Medaglia D'Oro Coffee	44,863
Medaglia D'Oro Instant Coffee	34,215
Savarin Coffee	3,597
Savarin Instant Coffee	2,220
SCHUCKL & CO.	58,314
Aunt Penny's Cheese Sauce	5,660
Aunt Penny's Cheese Sauce & Hollandaise Sauce	9,394
Aunt Penny's Hollandaise Sauce	4,604
Aunt Penny's White Sauce	38,656
SCHWEPPES (U.S.A.) LTD.	
Beverages	115,092
SCOTT PAPER CO.	419,165
Scott Napkins	225,458
Scott Products	81,036
Scott Tissue	4,008
Scott Towels	32,474
Waldorf Tissue	76,189
SCOVILL MFG. CO.	230,417
Hamilton Beach Appliances	107,858
Hamilton Beach Coffeemaker	19,410
Hamilton Beach Coffeemaker & Mixer	16,454
Hamilton Beach Mixer	27,795
Hamilton Beach Mixette	8,764
Hamilton Beach Toaster	9,590
Hamilton Beach Vacuum Cleaner	40,546
SCRANTON GAS CO.	53,703
CHARLES SCRIBNER'S & SONS	123,924
SCRIPTO INC.	
Pencils & Pens	203,425
SCUDDER FOOD PRODUCTS	67,775
Laura Scudder's Mayonnaise	29,802
Laura Scudder's Potato Chips	37,973
SEABOARD AIR LINE RAILROAD	208,380
SEABOARD PACKING CO.	
Neptune Sardines	35,623
SEALY INC.	
Mattress	93,774
SEEMAN BROS. INC.	540,024
Redi-Tea	28,943
Seabrook Farm Frozen Foods	225,968
Seabrook Farm Frozen Pies	7,998
Seabrook Farm Frozen Vegetables	196,254
White Rose Tea	80,861
SERTA ASSOCIATES INC.	
Mattress	75,339
SEVEN-UP CO.	401,971
SHALER CO.	189,263
Rislone	93,982
Shaler S-200	95,281
W. A. SHEAFFER PEN CO.	545,385
Maico Hearing Glasses	1,913
Sheaffer Pencils & Pens	543,472
SHEDD-BARTUSH FOODS INC.	87,356
Churngold Margarine	32,404
Keyko Margarine	4,340
Lady Betty Prune Juice	3,651
Shedd-Bartush Products	28,683
Shedd's Old Style Sauce	8,972
Shedd's Peanut Butter	9,306
W. SHEINKER & SON	
Holland House Cocktail Mixes	173,591
SHELL OIL CO.	2,566,606
Chemicals	4,637
Gasolines & Oils	2,534,294
Shellzone Anti-Freeze	27,675
SHERWIN-WILLIAMS CO.	265,521
Acme Weed Killer	43,686
Kem-Tone	422
Loxon Lock	918
Martin Senour Paints	3,279
Sherwin-Williams Paints	215,836
Weed-No-More	1,380
SHORT LINE INC.	
Bus Transportation	44,042
SHULTON INC.	649,093
Desert Dri Deodorant	58,177
Good-Aire	151,864
Ice-O-Derm	82,323
Old Spice Deodorant	65,389
Old Spice Preparations	23,370
Old Spice Smooth Shave	50,198
Shulton Preparations	217,772
SHWAYDER BROS. INC.	301,166
Samsonite Chairs & Tables	46,243
Samsonite Luggage	254,923
SICKS' RAINIER BREWING CO.	
Rainier Beer	93,072
SIEGLER CORP.	
Heating Equipment	52,131
SIGNAL OIL CO.	
Gasoline & Oil	33,039
SILVER SKILLET BRANDS INC.	43,850
Beef Stew	11,525
Chili Con Carne	4,075
Corned Beef Hash	28,250
SIMCA INC.	
Cars	902,745
SIMMONS CO.	219,568
Beautyrest Mattress	6,470
Hide-A-Bed Sofa	213,098
SIMMONS TOURS INC.	61,475
SIMONIZ CO.	1,686,887
Bodysheen	303,822
Simoniz Floor Wax	1,383,065
SINCLAIR OIL CORP.	1,026,169
Fuel Oil	125,796
Gasoline & Oils	900,373
SIOUX HONEY ASSN.	
Sioux Bee Honey	36,008
SIROIL LABORATORIES INC.	
Siroil	94,404
SITA TOURS	30,223
SKELLY OIL CO.	
Gasoline & Oils	323,199
SKIL CORP.	
Tools	78,506
SKINNER MFG. CO.	
Macaroni & Spaghetti	47,565
SMITH BROS.	136,574
Cough Drops	105,870
Smokers Drops	30,704
A. O. SMITH CORP.	
Permaglas Water Heater	158,796
SMITH KLINE & FRENCH LABORATORIES	84,380
Quip Whip	72,996
Smith, Kline & French Laboratories	11,384
SNO-BOL CO.	35,181
F. H. SNOW CANNING CO.	38,102
Sno-Tip Salmon	1,492
Snow's Chowders	19,101
Snow's Clams	7,920
Snow's Products	9,589
SOCIETY OF THE PLASTIC INDUSTRY INC.	328,496
SOCONY MOBIL OIL CO.	2,850,711
General Petroleum Corp.	640,959
Magnolia Petroleum Co.	250,009
Mobilheat	49,118
Socony Gasoline & Oils	1,910,625
SOFSKIN INC.	64,192
SORBOL CO.	31,982
Itch-Me-Not	9,290
T-4-L	22,692
SOUTH CAROLINA ELECTRIC & GAS CO.	36,968

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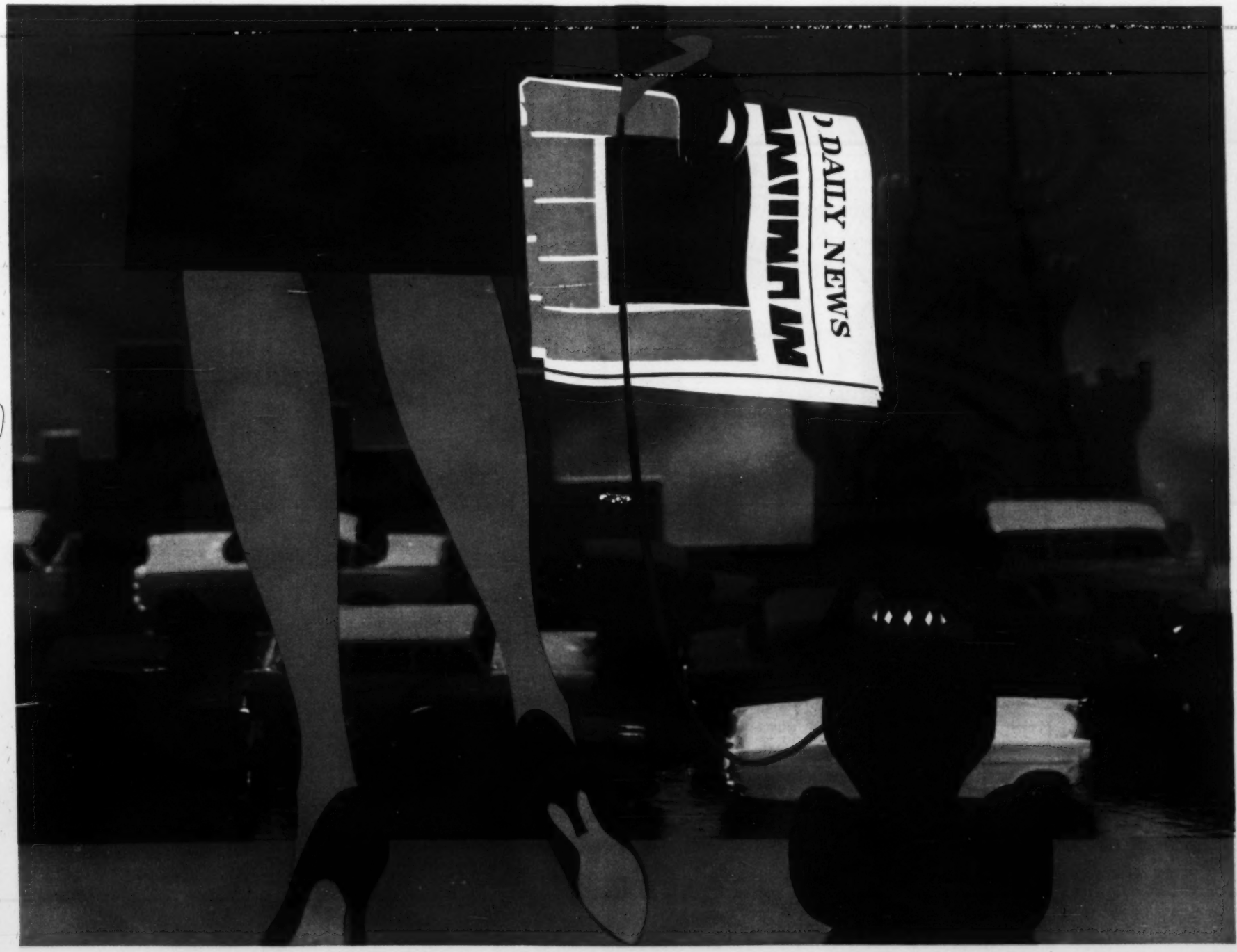

SOUTH CAROLINA DEVELOPMENT BOARD	47,965	& TELEGRAPH CO.	594,542	Southern Co.	10,772	SOUTHERN PINE ASSN.	28,456
SOUTH DAKOTA'S STATE HIGHWAY COMMISSION	28,449	SOUTHERN CALIFORNIA EDISON CO.	462,063	SOUTHERN INDIANA GAS & ELECTRIC CO.	57,861	SOUTHERN RAILWAY SYSTEM	179,711
SOUTH JERSEY GAS CO.	27,232	SOUTHERN CO.	310,892	SOUTHERN NEW ENGLAND TELEPHONE CO.	131,242	SOUTHERN UNION GAS CO.	69,035
SOUTHERN BELL TELEPHONE		Alabama Power Co.	73,876	SOUTHERN PACIFIC CO.	192,926	SOUTHWESTERN BELL TELEPHONE CO.	687,368
		Georgia Power Co.	226,244			SOUTHWESTERN LIFE INSURANCE CO.	46,340
						SPEAS CO. Vinegar	63,893
						SPEEDWAY PETROLEUM CORP. Gasoline & Oils	75,824
						SPERRY & HUTCHINSON CO. S & H Green Stamps	93,123
						SPERRY RAND CORP.	545,857
						Remington Princess & Roll-A-Matic Shaver	21,972
						Remington Rand Univac	67,755
						Remington Shaver	301,053
						Remington Typewriter	155,077
						SPERTI INC. Sun Lamp	35,710
						SPRINGS COTTON MILLS	216,638
						Springmaid Cottons	64,370
						Springmaid Fabrics	84,099
						Springmaid Pillow Cases & Sheets	68,169
						SQUIRT CO.	175,104
						STAHL-MEYER INC.	32,962
						Ferris Ham	29,738
						Stahl-Meyer Meat Products	3,224
						A. E. STALEY MFG. CO.	222,710
						Sta-Flo Starch	149,777
						Sta-Flo Starch & Sta-Puf Rinse	72,933
						STANBACK CO.	99,857
						STANDARD BRANDS	3,388,216
						Black & White Scotch Whisky	336,579
						Blue Bonnet Margarine	179,377
						Chase & Sanborn Coffee	66,425
						Chase & Sanborn Instant Coffee	517,974
						Churchill "88" Whisky	12,414
						Daviess County Whisky	44,415
						Fives Dog Food	44,416
						Fleischmann's Gin	265,249
						Fleischmann's Gin & Preferred Whisky	36,509
						Fleischmann's Gin & Vodka	9,221
						Fleischmann's Margarine	367,013
						Fleischmann's Preferred Whisky	561,070
						Fleischmann's Vodka	85,901
						Fleischmann's Yeast	213,444
						Hunt Club Dog Food	67,119
						Old Medley Whisky	6,623
						Pilgrim Rum	6,385
						Royal Baking Powder	4,250
						Royal Gelatin	117,909
						Royal Instant Puddings	2,161
						Royal Pie Filling & Pudding	145,050
						Siesta Instant Coffee	239,225
						Siesta Instant Tea	1,497
						Standard Brands Products	40,295
						Tenderleaf Tea	17,695
						STANDARD CANDY CO. Belle-Camp Chocolates	30,189
						STANDARD KNITTING MILLS INC. Healthknit Underwear	169,035
						STANDARD MILLING CO.	202,045
						Ceresota Flour	107,564
						Hecker's Flour	94,481
						STANDARD MOTORS, LTD. Triumph Cars	332,038
						STANDARD OIL CO. OF CALIFORNIA	2,087,706
						California Oil Co., Gasoline & Oil	279,297
						Gasoline & Oil	1,013,311
						Ortho Insecticides & Weed Killers	450,030
						Standard Heating Oils	292,507
						Standard Oil Co. of Texas, Gasoline & Oil	52,561
						STANDARD OIL CO. (INDIANA)	3,252,097
						American Oil Co., Gasoline & Oil	1,177,347
						Gasoline & Oil	2,048,095
						Utah Oil Refining Co., Gasoline & Oil	26,655
						STANDARD OIL CO. (KENTUCKY)	62,220
						STANDARD OIL CO. (NEW JERSEY)	2,175,411
						Carter Oil Co. Gasoline & Oil	186,598
						Esso Heating Oil	228,883
						Esso Standard Oil Co. Institutional Gasoline & Oil	141,233
						Humble Oil & Refining Co., Gasoline & Oil	286,942
						Pate Oil Co., Gasoline & Oil	57,803
						STANDARD OIL CO. OF OHIO	83,651
						Gasoline & Oil	42,477
						Standard Oil Co. of Ohio-Institutional	41,174
						STANDARD PACKAGING CORP.	130,090
						Flex-Vac	102,905
						Royledge Shelf Covering	21,720
						Roylies Doylies & Roylprint Place Mats	5,465
						STANDARD-ROMPER CO. Health-Tex Clothes	47,346
						STANLEY WARNER CORP.	462,840
						Calamatum	200,811
						International Latex Corp.	16,407
						Isodine	51,658
						Playtex Bra	30,304
						Playtex Girdle	155,025
						Playtex Nurser	8,635
						STAR KIST FOODS	1,595,339
						Nine Lives Cat Food	40,503
						Star-Kist Tuna	1,554,836
						STATE FARM MUTUAL AUTOMOBILE INSURANCE CO.	110,642
						STATE OF FLORIDA	39,706
						STAUFFER REDUCING INC. Home Reducing Plan	152,926
						STEEL COMPANIES COORDINATING COMMITTEE	2,405,469
						STEGMAIER BREWING CO. Beer	25,462
						A. STEIN & CO.	110,982
						Paris Belts	35,132
						Perma-Lift Bra	58,510
						Perma-Lift Bra & Girdle	17,340
						STEPHANO BROS. Trend Cigars	165,452
						STERLING ARTCO INC. SA Fire Injector	148,803
						STERLING BREWERS INC.	31,764
						STERLING DRUG INC.	2,017,570
						Bayer Aspirin	685,165
						Campho-Phenique	198,973
						D-Con Mouse-Pruff	11,531
						Energine Lighter Fluid	495
						Jayne's P-W	96,567
						Lyons All-Day Cushions	1,921
						Midol	202,590
						Molle Shave Cream	193,728
						Phillips' Milk of Magnesia	238,858
						Z.B.T. Baby Powder	387,742
						STERN'S NURSERIES	29,197
						J. P. STEVENS & CO.	291,426
						Hockanum Fabrics	25,628
						Peter Stevens Dresses	5,116
						Stevens Twist Twill	33,960
						Stevens-Utica Mohawk Sheets	226,722
						EUGENE STEVENS INC.	356,118
						Magic English Pellets	36,767
						Mark III Radar Antenna	84,858
						Power-Flash Spark Plugs	192,843
						Products	41,650
						LYLE STUART	29,705
						STEWART'S PRIVATE BLEND COFFEE CO.	45,316
						Coffee	12,025
						Coffee & Instant Coffee	23,533
						Instant Coffee	9,758
						STITZEL-WELLER DISTILLERY Inc.	494,505
						Cabin Still Whisky	155,966
						Cabin Still & Old Fitzgerald Whiskies	75,846
						Old Fitzgerald Whisky	223,397
						Old Fitzgerald & Old W. L. Weller Whiskies	914
						Old W. L. Weller Whisky	19,321
						W. L. Weller & Cabin Still Whiskies	17,877
						Products	1,184
						STOKELY-VAN CAMP INC.	714,941
						Bean Hole Beans	7,967
						Pictsweet Frozen Foods	81,182
						Pictsweet Frozen Orange Juice	9,648
						Stokely Canned Foods	74,192
						Stokely Fruit Drinks	135,789
						Stokely Vegetables	143,628

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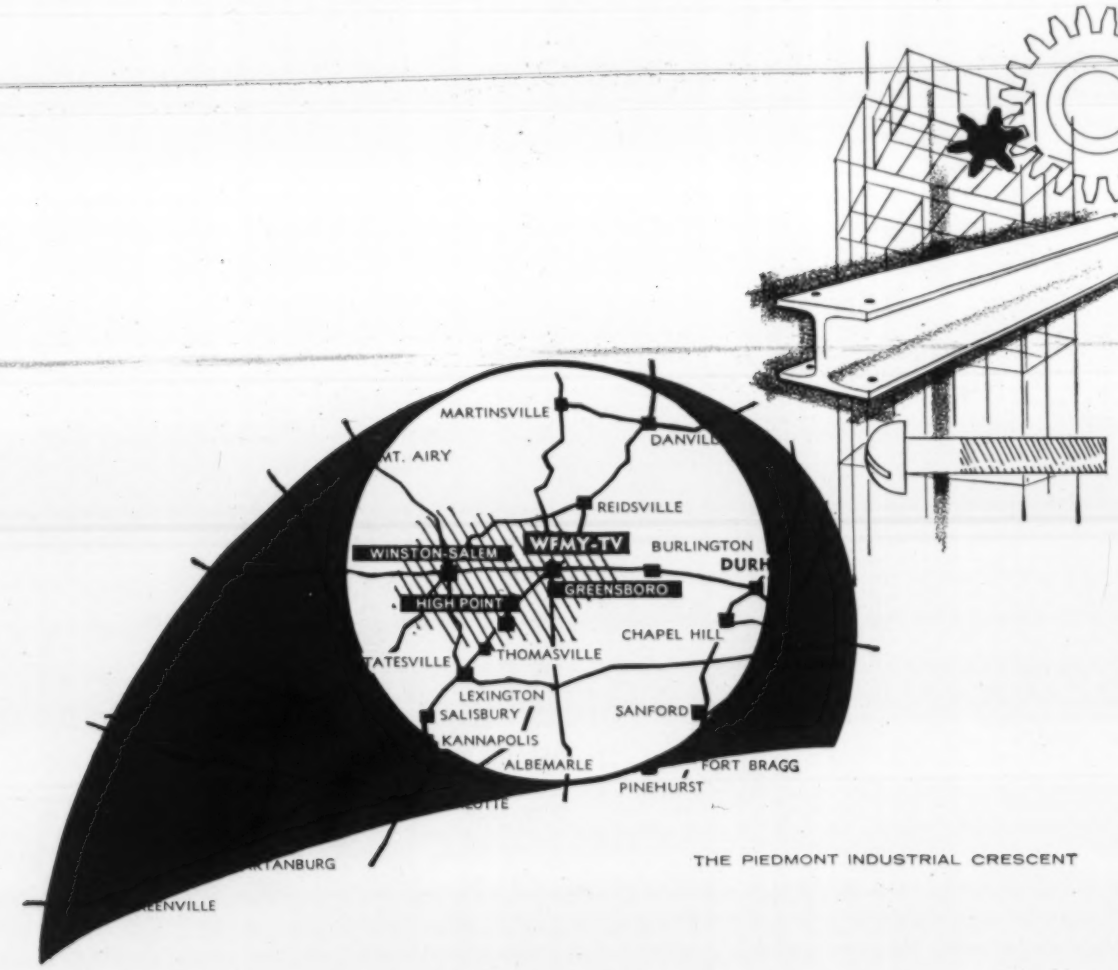

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The South's expanding steel industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

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CHANNEL 2 CBS

Van Camp's Beans	186,446
Van Camp's Frozen Foods	76,089
STORZ BREWING CO.	
Beer	27,466
STOUFFER CORP.	
Frozen Food Products	343,251
STOWE-WOODWARD INC.	
Ebonite Bowling Ball	55,456
LEVI STRAUSS & CO.	
Apparel	325,409
STROEHMANN-SUNBEAM	
BAKERY	127,617
Baking Products	30,456
Bread	83,688
Bread & Rolls	12,841
Cake	632
STROH BREWERY CO.	
Beer	737,915
STROMBERG-CARLSON CO.	
Phonographs	50,351
STUDEBAKER-PACKARD CORP.	3,743,778
Hawk Cars	47,614
Lark Cars	3,518,409
Mercedes Benz Cars	92,568
Institutional	85,187
STYLECRAFT HOMES INC.	31,784
SUE BRETT INC.	69,195
SUGAR ASSN.	540,854
SUGARINE CO.	25,957
R. G. SULLIVAN INC.	33,762
Dexter	16,599
7-20-4	17,163
SUN LIFE ASSURANCE CO OF CANADA	113,138
SUN OIL CO.	
Gasoline & Oils	1,892,928
SUNBEAM BAKING CO.	407,318
Baking Products	18,215
Bread	389,103
SUNBEAM CORP.	215,956
Lady Sunbeam Shavemaster & Sunbeam Rollmaster	11,320
Sunbeam Appliances	38,487
Sunbeam Clocks	108,106
Sunbeam Vacuum Cleaner	58,043
SUNKIST GROWERS	1,047,904
Frozen Punch	243,537
Juices	15,668
Lemons	286,604
Oranges	465,085
Products	37,010
SUNLITE BAKERY CO.	
Baking Products	33,451
SUNRAY MID CONTINENTAL OIL CO	
D-X Gasoline & Oils	208,309
SUNSET HOUSE	68,632
SUNSHINE BISCUITS INC.	653,048
Gordon's Potato Chips	10,151
Schuler's Potato Chips	29,854
Sunshine Crackers & Cookies	613,043
SUPERIOR PACKING CO.	
Meat Products	52,372
SURPRISE BRASSIERE CO.	
Bras & Girdles	39,034
SWANEE TISSUE PAPER PRODUCTS CORP.	29,651
Tissue	21,920
Towels	7,731
SWANK INC.	
Jewelry	43,480
SWANSON COOKIE CO.	
Archway Cookies	35,317
SWEDISH AMERICAN LINE	136,449
SWIFT & CO.	2,919,317
Allsweet Margarine	440,818
Corkhill Meat Products	8,291
Duet Margarine	82,767
End-O-Pest	3,767
End-O-Weed	684
Jewel Shortening	41
Mayrose Meat Products	30,338
Neuhoff Meat Products	19,500
Pard Dog Foods	597,107
Plankinton's Meat Products	5,015
Swift's Baby Foods	688,269
Swift's Chicken Products	31,229
Swift's Frozen Dinners	8,727
Swift's Frozen Meat Products	38,725
Swift's Ice Cream	22,721
Swift's Meat Products	518,956
Swift's Products	23,211
Swift'ning	33,182
Vigoro	365,969
SWIRL INC.	63,782
JOHN H. SWISHER & SONS	
King Edwards Cigars	175,604
SWISSAIR	135,279
SWITZERLAND CHEESE ASSN.	
Cheese	87,294
SYLVAN SEAL MILK INC.	
Dairy Products	47,134

T

TAM O'SHANTER INC.	
Children's Clothing	29,371
TAMPA ELECTRIC CO.	31,628
TAMPAX INC.	674,891
TAPPAN CO.	
Ranges	33,515
TASTY BAKING CO.	26,755
Tastykake	6,091
Tastykake Pie	1,286
Products	19,378
TAYLOR WINE CO.	
Wines	44,681
TECHNICOLOR CORP.	38,821
TECHNIQUE INC.	
Color-Tone	87,477
TETLEY TEA CO.	48,281
TEXACO INC.	580,640
Gasoline & Oils	422,394
PT Anti-Freeze	98,462
Texaco Heating Oil	1,030
Institutional	58,754
TEXAS EASTERN TRANSMISSION CORP.	30,307
TEXAS ELECTRIC SERVICE CO.	82 582
TEXIZE CHEMICALS INC.	
Cleaners & Detergents	47,560
THIS WEEK MAGAZINE	37,720
S. B. THOMAS INC.	152,987
Baking Products	119,289
Bread	32,023
Frozen Corn Toast-R-Cakes	1,675
THOMPSON MEDICAL CO.	78,816
Slim-Mint Gum	75,861
Tranquil-Aid	2,955
THOMPSON-RAMO-WOOLRIDGE INC.	71,117
THORESEN DIRECT SALES	272,076
TIDEWATER ASSOCIATED OIL CO.	
Gasoline & Oils	349,006
TIDY HOUSE PRODUCTS CO.	157,475
Dexol Bleach	50,235
Fast	2,372
Gloss Tex Starch	9,755
Perfex	59,123
Shina Dish	5,109
Sweet-10	30,881
TILLAMOOK COUNTY CREAMERY ASSN.	
Cheese	48,577
TIME INC.	1,594,441
Life	1,119,996
Sports Illustrated	62,083
Time	412,362
TIMES-MIRROR CO.	
Los Angeles Mirror News	82,019
TIMKEN ROLLER BEARING CO.	76,168
TITLE INSURANCE & TRUST CO.	46,069
TOBIN PACKING CO.	249,196
Arpeako Meats	15,164
First Prize	20,811
Meat Products	213,221
TOLEDO EDISON CO.	70,919
TONSILINE CO.	31,077
TOP VALUE ENTERPRISES INC.	
Stamps	578,425
TORO MFG. CORP.	
Mowers	187,351
TOWNLEY DAIRY FARM	
Dairy Products	28,885
TOYOTA MOTOR DISTRIBUTORS INC.	
Toyopet Cars	102,030
TRANE CO.	
Heating Equipment	164,903
TRANS-ATLANTIC PASSENGER STEAMSHIP CONFERENCE	236,467
TRANS CONTINENTAL AIRLINES AGENCY	242,554
TRANSOCEAN AIR LINES	76,162
TRANSOGRAM CO.	
Games & Toys	36,451
TRANS-TEXAS AIRWAYS	89,488
TRANS WORLD AIRLINES, INC.	3,635,011
B. F. TRAPPEY'S SONS	32,917
Mexi-Pep	3,558
Peppers	2,604
Vegetables	23,035
Products	3,720
TRAPPIST MONKS' ABBEY OF THE GENESEE	
Monk's Bread	57,561
TRAVELERS INSURANCE CO.	41,649
TREE SWEET PRODUCTS CO.	
Juices	43,888
TREO CO.	
Bras & Girdles	35,121
TRIANGLE PUBLICATIONS INC.	253,036
Philadelphia Inquirer	12,762
Seventeen	56,515
TV Guide	183,759
TRIPLE S BLUE STAMPS	89,596
TRU-ADE CO.	
Beverages	57,395
TURTLE WAX INC.	43,275
Penny Shoe Shine	15,655
Turtle Wax	27,620
TWENTIETH CENTURY FOX FILM CORP.	
Motion Pictures	79,096
TWENTY-ONE BRANDS INC.	89,729
Ballantine's Gin	11,185
Ballantine's Scotch Whisky	49,508
"21" Brand Products	29,036

U

UDDO & TADRAMINA CO.	
Progresso Food Products	42,362
UNCLE SAM BREAKFAST FOOD CO.	
Breakfast Foods	60,937
UNDERWOOD CORP.	49,998
Add-Mate	47,377
Typewriter	2,621
UNION CARBIDE CORP.	824,145
Dynel Fabric	80,157
Eveready Flashlight Batteries	390,868
Eveready Garden Products	98,833
Prestone Anti-Freeze	169,698
6-12 Repellent	66,065
Institutional	18,524
UNION ELECTRIC CO.	265,973
UNION OIL CO. OF CALIFORNIA	1,041,867
UNION PACIFIC RAILROAD	664,151
UNITED AIRCRAFT CORP.	37,702
Pratt & Whitney Aircraft	32,268
Sikorsky Aircraft	3,016
United Aircraft Corp.	2,418
UNITED AIR LINES, INC.	1,924,971
UNITED ARTISTS CORP.	36,400
UNITED BISCUIT CO. OF AMER.	124,245
Belle Meade Crackers	2,597
Bowman Biscuits	3,891
Hekman Crackers	41,804
Keebler Crackers	20,893
Sawyer Crackers	22,007
Supreme Crackers	33,053
UNITED GAS CO.	185,479
UNITED GAS IMPROVEMENT CO.	25,957
Reading Gas Division	10,598
United Gas Improvement Co.	15,359
UNITED ILLUMINATING CO.	33,010
UNITED MERCHANTS & MANUFACTURERS INC.	
Con-Tact Products	45,005
UNITED PRINTERS & PUBLISHERS INC.	
Greeting Cards	45,643
U. S. BREWERS FOUNDATION INC.	109,148
U. S. HOFFMAN MACHINERY CORP.	
Radiant Lenticular Screens	38,245
U. S. LINES CO.	199,166
U. S. NAVIGATION CO.	110,861
Hamburg-American Line	17,796
North German Lloyd Line	93,065
U. S. NEWS & WORLD REPORT	560,193
U. S. OVERSEAS AIRLINE	150,031
U. S. POOL CORP.	
Swimming Pools	27,462
U. S. RUBBER CO.	739,214
Fisk Tires	1,174
U. S. Golf Balls	28,530
U. S. Keds	1,658
U. S. Koylon Foam Mattress	67,380
U. S. Rubber Products	38,181
U. S. Tire	602,291
U. S. SHOE CORP.	
Red Cross Shoes	72,155
U. S. STEEL CORP.	927,458
U. S. STEEL EQUIPMENT CO.	30,900
U. S. TIME CORP.	
Timex Watches	111,134
U. S. TOBACCO CO.	98,936
Model Tobacco	22,961
Sano Cigarettes	75,975
UNITED STEEL WORKERS OF AMERICA	1,359,524
UNITED TAXI COUNCIL	30,441
UNITED TOURS	31,897
UNIVERSAL PICTURES CO.	
Universal-International Motion Pictures	40,144
UNSEN CANNING CO.	
Tabby Cat Food	63,614
UTAH POWER & LIGHT CO.	36,604
UTICA MUTUAL INSURANCE CO.	118,989

V

VALLEY BELL DAIRY CO	33,427
Buttermilk	1,273
Cottage Cheese	5,286
Dairy Products	8,572
Ice Cream	6,273
Milk	12,023
VAN MUNCHING & CO.	
Heineken's Beer	40,928
VAN RAALTE CO.	
Products	42,713
VANITY FAIR PAPER MILLS	52,766
Napkins	9,044
Tissues	43,722
VANTAGE PRESS INC.	31,968
VAUGHAN'S SEED CO.	42,144
VERMOUTH INDUSTRIES OF AMER.	
Tribuno Vermouth	29,368
VICK CHEMICAL CO.	413,102
Lavoris	13,770
Vicks Cold Tablets	35,649
Vicks Cough Drops	112,885
Vicks Cough Syrup	61,802
Vicks Inhaler	1,692
Vicks Throat Disks	2,905
Vicks Vaporub	8,905
Vicks Vapo Steam	114,041
Vicks Va-Tro-Nol	50,815
Products	10,638
VIKING PRESS	88,606
VIOBIN CORP.	53,125
VIRGINIA DEPARTMENT OF CONSERVATION & DEVELOPMENT	74,662
VIRGINIA ELECTRIC & POWER CO.	139,861
VIRGINIA STATE TRAVEL BUREAU	25,265
VITA FOOD PRODUCTS INC.	
Fish Products	99,046
VITABLEN CORP.	
Capsules	60,866
VITASAFE CORP.	
Vitasafe Vitamins	123,975
VIVISECTION INVESTIGATION LEAGUE	29,911
VOGARELL PRODUCTS CO.	129,618
Certane	5,447
Hemex	5,468
Inray	3,659
Lanacane	115,044
VOLKSWAGEN OF AMERICA INC.	375,186
Volkswagen Cars	309,682
Volkswagen Trucks	65,504
VOLVO DISTRIBUTING CO.	
Volvo Cars	49,540

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can do the job!

TOP TEN BRANDS

Here are the facts about the Akron Beacon Journal Area of Influence.

a 1 billion 400 million*

DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

**Source 1959 Sales Management Survey of Buying Power.*

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

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W

WABASH RAILROAD	40,277
WAITT & BOND	91,772
Blackstone Cigars	77,940
Yankee Cigars	13,832
HIRAM WALKER-GOODERHAM & WORTS	3,445,156
Barclay's Gin & Gold Label Whisky	1,662
Barclay's Gold Label & Corby's Reserve Whiskey	6,724
Barclay's Products	22,176
Barclay's Whisky	47,111
Booth's High & Dry Gin	12,691
Booth's House of Lords Gin	27,153
Canadian Club Whisky	1,123,709
Corby's Products	773
Corby's Reserve Whisky	229,767
G & W Five Star Whisky	24,594
G & W Private Stock Whisky	782
G & W Products	1,520
G & W Seven Star Whisky	15,385
Grand Macnish Scotch Whisky	21,885
Hiram Walker's Brandy	457
Hiram Walker's Cordials	3,412
Hiram Walker's De Luxe Whisky	425,532
Hiram Walker's Gin	15,619
Hiram Walker's Little Brown Jug Whisky	53,695
Hiram Walker's Private Cellar Whisky	21,032
Hiram Walker's Products	183,912
Hiram Walker's Vodka	15,797
Hiram Walker's Whiskies	3,464
Imperial Whisky	800,438
Lauder's Scotch Whisky	3,037
Mill Farm Whisky	524
Mountain Ridge Whisky	1,210
Old Smuggler Scotch Whisky	40,089
Royal Canadian Whisky	5,99
Sandeman Wines	6,158
Sherbrook Whisky	5,197
Ten High Whisky	299,973
Twin Seal Whisky	13,308
William Penn Whisky	10,380
WALKER-GORDON LABORATORY CO.	27,386
WALL STREET JOURNAL	562,373
HENRY K. WAMPOLE & CO.	
Creo-Terpin	29,863
WAMSUTTA MILLS	
Cottons	59,798
SIDNEY WANZER & SONS	87,015
Cottage Cheese	5,622
Dairy Products	9,655
Egg Nog Mix	8,939
Milk	62,799
WARD BAKING CO.	304,762
Gerber Primary Bread	13,807
Tip Top Bread	290,955
WARD GREEN CO.	41,248
WARING PRODUCTS CORP.	141,636
Appliances	44,178
Drink Mixer	97,458
WARNER BROS. CO.	
Bras & Girdles	104,381
WARNER-LAMBERT PHARMACEUTICAL CO.	1,817,364
Bromo-Seltzer	61,222
Du Barry Preparations	120,649
Family Vitamins	11,348
Fashion Quick Home Permanent	47,759
Jewelite Brush & Comb	11,320
Lip Quick	3,151
Listerine	967,062
Listerine Tooth Paste	2,529
Perma-Grip	29,926
Pro Tooth Brush	120,645
Quick Home Permanent	19,208
Richard Hudnut Home Permanent	78,652
Richard Hudnut Preparations	238,137
Super Anahist Nasal Spray	104,831
Tote Toothbrush	925
WASHINGTON GAS LIGHT CO	67,591
WASHINGTON STATE APPLE ADVERTISING COMMISSION	
Apples	47,910
WASHINGTON STATE DEPT. OF COMMERCE & ECONOMIC DEVELOPMENT	40,146
WASHINGTON WATER POWER CO.	44,916
WASTE KING CORP.	
Dishwashers and Disposals	94,616
WATCHMAKERS OF SWITZERLAND	138,994
WATER MASTER CO.	193,114
Toilaflex	141,184
Toilet Tank Ball	51,930
WATERFILL & FRAZIER DISTILLERY CO.	
Whiskey	62,652
WATERMAN-BIC PEN CO.	
Pencils & Pens	37,605
WAUWATOSA FUEL & SUPPLY CO.	
Quick Flash Heating Oil	37,953
THOMAS J. WEBB COFFEE CO.	
Coffee	80,195
WEBCOR INC.	98,428
Fonograf	42,194
Fonograf & Tape Recorder	8,909
Hi-Fi	5,955
Tape Recorder	41,370
WECO PRODUCTS CO.	
Dr. West's Insta-Clean	75,964
WEEKLY PUBLICATIONS INC.	
Newsweek	353,870
WEIL-McLAIN CO.	
Heating Equipment	56,055
WELDON PAJAMAS INC.	
Pajamas	31,832
WELLER ELECTRIC CORP.	
Power Tools	84,449
WELSH CO.	
Baby Carriages & Accessories	46,782
WEST BEND ALUMINUM CO.	
Products	31,385
WEST CHEMICAL PRODUCTS INC.	93,530
CN Plus	57,039
West-Pine	36,491
WEST COAST AIRLINES	44,954
WEST END BREWING CO.	
Utica Club	68,947
WEST PENN ELECTRIC CO.	74,586
WEST POINT MFG. CO.	127,706
Cabin Crafts Carpets & Rugs	51,255
Cabin Crafts Cottons	8,543
Martex Carpets & Rugs	18,943
Martex Towels	8,693
Sportswear	25,628
Wellington Sears Co.	14,644
WESTERN AIR LINES INC.	941,113
WESTERN PACIFIC RAILROAD	57,912
WESTERN PRINTING & LITHOGRAPHERS	
Golden Press	106,702
WESTINGHOUSE ELECTRIC CORP.	2,212,259
Air Conditioner	9,015
Appliances	107,747
Dishwasher	14,810
Electric Range	137,908
Freezer	4,974
Heating Equipment	1,161
Lamps	711
Laundromat	215,439
Laundromat & Dryer	235,722
Phonograph	7,388
Phonograph & Television	11,946
Radio	254
Radio & Television	4,684
Refrigerator	368,319
Television	77,107
Water Heater	14,369
Westinghouse Broadcasting Co. Inc.	20,640
Institutional	16,067
Products	963,998
WHEATENA CORP.	57,271
WHIRLPOOL CORP.	1,314,286
RCA Whirlpool Air Conditioner	28,181
RCA Whirlpool Cleaner	37,602
RCA Whirlpool Dishwasher	62,219
RCA Whirlpool Dryer	15,694
RCA Whirlpool Freezer	4,817
RCA Whirlpool Freezer & Refrigerator	11,209
RCA Whirlpool Products	197,761
RCA Whirlpool Ranges	24,573
RCA Whirlpool Refrigerators	380,967
RCA Whirlpool Washer	438,916
RCA Whirlpool Washer & Dryer	97,286
Institutional	15,061
WHITEHOUSE CO.	44,924
WHITE KING SOAP CO.	241,651
Sun Liquid	38,541
White King Bleach Tabs	21,379
White King Cleanser	37,450
White King Detergent	52,785
White King Products	32,927
White King Soap	51,909
White King Water Softener	6,660
WHITE ROCK CORP.	157,200
STEPHEN F. WHITMAN & SON	
Chocolates	131,297
GEORGE WIEDEMANN BREWING CO.	
Beer	341,868
WILBUR ELLIS CO.	
Southern Star Bonito	35,836
WILCO FASHIONS	66,763
JULIUS WILE SONS & CO.	82,940
Benedictine	17,195
Bollinger Champagne	5,849
Canasta Cream Sherry	9,270
Escoffier Sauce	6,006
Julius Wile Products	592
Peter Dawson Scotch Whisky	29,387
Romanoff Vodka	11,333
Williams & Humberts	3,308
R. R. WILLIAMS INC.	
Memo Toilet Preparations	37,352
WILLIAMSBURG, VA.-CHAMBER OF COMMERCE	49,144
WILSON & CO.	222,683
B-V	24,087
Meat Products	1,149
Sports Equipment	193,619
Institutional	3,828
KAY WINDSOR FROCKS INC.	42,713
D. E. WINEBRENNER CO.	
Breakfast Delight Juices	64,657
JACK WINTER OF MILWAUKEE	26,483
WISCONSIN ELECTRIC POWER CO.	294,187
WISCONSIN TELEPHONE CO.	103,381
WISE POTATO CHIP CO.	99,348
WOLVERINE SHOE & TANNING CORP.	225,050
Hush Puppies	219,924
Wolverine Shoes	5,126
WOMAN'S DAY INC.	61,028
WOODCO CORP.	
Windows	28,962
WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY	82,766
WORCESTER BAKING CO.	41,776
Town Talk Baking Products	9,382
Town Talk Bread	32,394
WORCESTER COUNTY ELECTRIC CO.	25,004
WORCESTER GAS LIGHT CO.	34,190
WORLD EDUCATIONAL SERVICE	
Books	251,272
WORLD PUBLISHING CO.	126,533
WORLD TRAVEL SERVICE	65,352
WORTHINGTON CORP.	38,692
Mueller Climatrol	37,880
Worthington Air Conditioner	812
WM. WRIGLEY JR. CO.	
Gum	1,444,073
WYLER & CO.	92,889
Bouillon Cubes	28,746
Garlic Powder	4,861
Instant Bouillon	761
Instant Onions	1,029
Parsley Flakes	4,665
Seasoning	468
Soups	52,359

Y

YASHICA INC.	
Cameras	25,499
W. F. YOUNG INC.	
Absorbine Jr.	134,670

Z

ZEIGLER PACKING CO.	
Meat Products	46,540
ZENITH RADIO CORP.	1,807,925
Hearing Aids	489,096
Phonograph	241,949
Phonograph & Radio	19,758
Radio	331,283
Radio and Television	34,787
Television	623,141
Products	67,911
ZIPPO MFG. CO.	
Lighters	80,235

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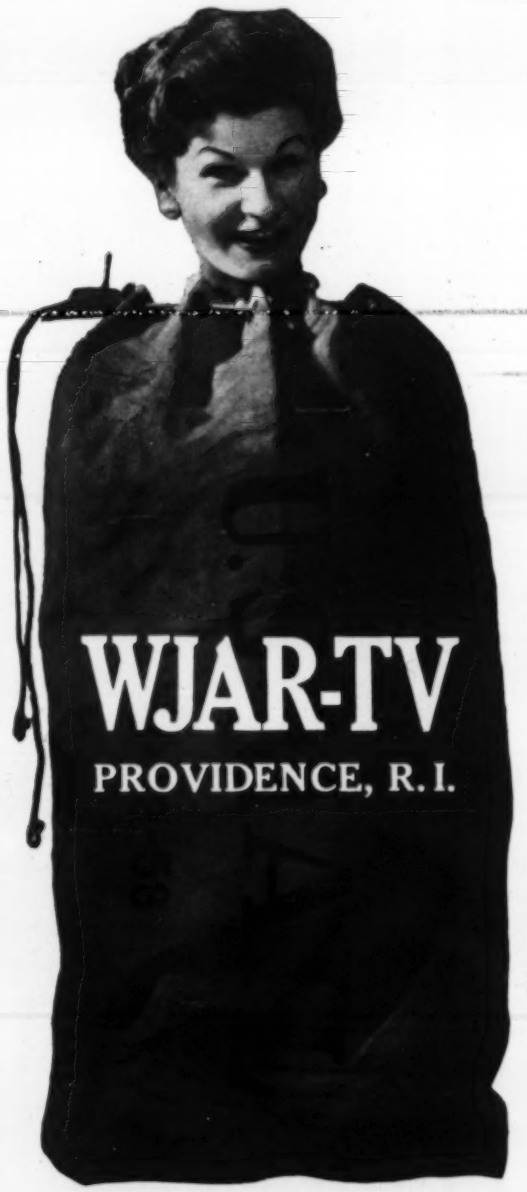

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The vital decisions they must make, hinge on the important news developments here and abroad. Only one news magazine—"U.S.News & World Report" gives them such important news and news analysis every week, to the exclusion of all else. Weighed in that scale of values, and especially in the times we live in, it can truthfully be called . . .

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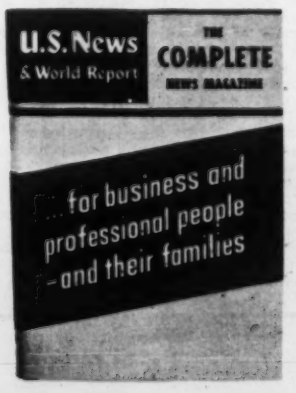
One measure of their positions of executive responsibility is income. Family incomes average $15,496—highest of all news magazines—highest of all magazines with more than 1,000,000 circulation.

Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

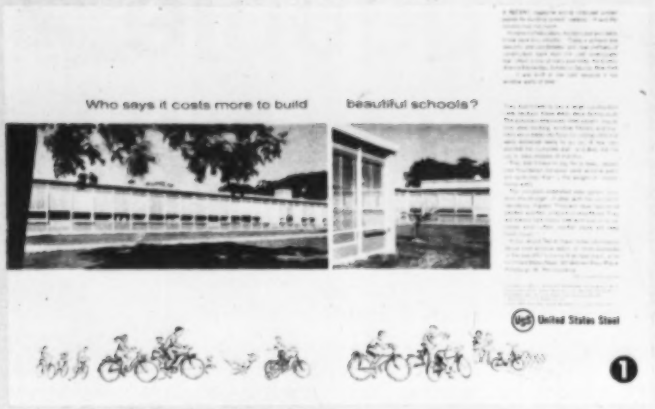
U.S.NEWS & WORLD REPORT

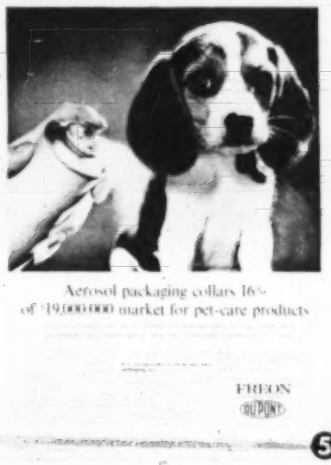


America's Class News Magazine

Now more than
1,150,000
net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y. • Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London





ABP INDUSTRIAL AWARDS—Awards made annually by Associated Business Publications for the most effective advertising in industrial papers, were presented this week to advertisers and their agencies in New York. Shown here are the first award winners in seven divisions.

1. Construction materials (basic materials used in the building of plants, residences, dams, roads, bridges, etc.). For example: Fabricated steel, lumber, bricks, roofing, cement, paint, hardware, etc.—U. S. Steel Corp. Pittsburgh (Batten, Barton, Durstine & Osborn, Pittsburgh).

2. Maintenance and service equipment, parts and materials (equipment for installation in buildings, factories, plants, etc. . . . and basic operating supplies used in industry). For example: lighting fixtures, heating, distribution panels, lubricants, cleaning compounds, repair parts, transmission belts, etc.—Plymouth Cordage Co., Plymouth, Mass. (Fuller & Smith & Ross, New York).

3. Operating machinery and equipment (equipment used in the production of goods or in industrial operation). For example: machine and hand tools, drives, instruments, materials handling equipment, hoists, tractors, power shovels, mixers, distillation equipment, pipe-laying equipment, etc.—Westinghouse Electric Corp., Pittsburgh (F&S&R, Pittsburgh).

4. Primary and process materials (unfinished or raw materials used in the production of goods). For example: Chemicals, metals, plastics, rubber, fabrics, insulating materials, food and beverage ingredients, etc.—Rohm & Haas Co., Philadelphia (Arndt, Preston, Chapin, Lamb & Keen, Philadelphia).

5. Component parts and materials, containers, packaging supplies ("finished" items used in the production of goods, or in packaging). For example: Gears, bearings, switches, tubing, castings, wrapping materials, bottles, aluminum foil, etc.—Organic chemicals department, E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

6. Public relations and services. For example: Prestige advertising, trade association advertising, institutional advertising, advertising of transportation, consultants' and other services, and all other advertising not covered by other divisions—U. S. Steel Corp., Pittsburgh (BBDO, Pittsburgh).

7. Institutional product sales advertising: Food products and operating supplies used in hotels, restaurants, hospitals and other institutions—Kraft Foods Co., Chicago (J. Walter Thompson Co., Chicago).

BBDO Wins in Both Categories as ABP Cites Industrial, Merchandising Ads

(Continued from Page 3)

Dane Bernbach, New York); National Biscuit Co., New York (McCann-Erickson, New York).

Division 2—Advertising to promote product features and give product information. First award: Simmons Co., New York, (Young & Rubicam, New York).

Objectives: To serve as a means of stating company policy, stressing product advantages, and re-emphasizing the benefits of dealing with Simmons . . . to create a friendly feeling between Simmons and the trade.

Results: Closer rapport between Simmons and the trade . . . field salesmen report the campaign helpful in putting across their story to dealers.

Awards of merit: **Hess, Goldsmith & Co.**, New York (Ben Sackheim Inc., New York); Wamsutta Mills Inc., New York (Mogul Williams & Saylor, Inc., New York).

DIVISION 3—Advertising to merchandise consumer advertising to the trade. First award: Polaroid Corp., Cambridge, Mass. (Doyle Dane Bernbach, New York).

Objectives: To impress the dealer with the magnitude of Polaroid's television advertising campaign in order to gain his enthusiasm and enlist his tie-in support.

Results: Unprecedented enthusiasm and dealer tie-in with television advertising . . . sales increase of almost 50 per cent over the previous year.

Awards of merit: **Textile fibers department, E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York); Williams Furniture Corp., Sumter, S. C. (Hicks & Greist, New York).**

Division 4—Advertising to sell services; equipment and products not for resale. First award: Gilbert & Barker Mfg. Co., West Springfield, Mass. (McCann-Erickson, New York).

Objectives: To introduce a new low model gasoline pump to the gasoline retailing field . . . to obtain as many advance orders as possible to assure profitable production during 1960 . . . to influence gasoline marketers to modernize with the new look of this low pump, attracting more business to their stations.

Results: Most successful introduction of a new product ever undertaken by the company . . . over 100 orders for this major-expense item were received by the time the third ad appeared.

Awards of merit: Bulman Corp., Grand Rapids, Mich. (Aves, Shaw & Ring, Grand Rapids, Mich.); National Cash Register Co., Dayton, O. (McCann-Erickson, New York).

Division 5—Advertising to link merchandise with seasonal promotion and to describe—and encourage the dealer to use—sales promotion aids, such as window displays, counter displays, advertising mats, envelope stuffers, etc. First award: Campbell Soup Co., Camden, N. J. (BBDO, New York).

Objectives: To persuade food stores and supermarkets to select and feature Campbell promotions.

Results: Substantial increase in requests for promotion materials; in at least one case demand was over 60% higher . . . more food stores cooperated than ever before.

Awards of merit: Foremost Dairies, San Francisco (BBDO); Scott Paper Co., Chester, Pa. (J. Walter Thompson Co., New York).

Division 6—Public relations advertising, including trade association campaigns, institutional advertising, advertising by consumer media to influence dealers, sales training, endorsements, policy announcements, etc., and all other advertising not covered by preceding divisions. First award: Talon Inc., New York, (McCann-Erickson, New York).

Objectives: To give vigorous support to the sales staff in introducing the new Talon Demi-Zip, particularly in dramatizing the zipper's features and superiority.

Results: Acceptance of the product has proved to be outstanding . . . demand has been consistently ahead of production.

Awards of merit: Glass Container Manufacturers Institute, New York (Kenyon & Eckhardt, New York); Chemstrand Corp., New York (Doyle Dane Bernbach, New York).

Division 7—Use of dominant space—multiple page advertising which makes the most effective use of 3 or more consecutive pages in one issue. The themes of this advertising could embrace any one, a combination of two or more, or all of the preceding divisions. First award: Textile fibers department, E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

Objectives: To introduce to the trade the concept of patterned carpets of nylon.

Results: Each of the featured mills asked for 15,000 reprints of their portion of the ad . . . traffic through the Du Pont Exhibit which featured patterned carpets made with nylon during the Chicago Winter Home Furnishings Show increased over the same period last year.

Awards of merit: Skil Corp., Chicago (F&S&R, Chicago); American-Standard Plumbing & Heating division, New York (BBDO, New York).

INDUSTRIAL AWARDS

Division 1—Construction materials (basic materials used in the building of plants, residences, dams, roads, bridges, etc.). For example: Fabricated steel, lumber, bricks, roofing, cement, paint, hardware, etc. First award: U. S. Steel Corp., Pittsburgh (Batten, Barton, Durstine & Osborn, Pittsburgh).

Objectives: Show executives in the educational field the practicality and beauty of steel curtain walls in schools.

Results: "Without exception, every time one of the ads appeared in measured media, it scored the highest readership in the book."

Awards of merit: Aluminum Co. of America, Pittsburgh (Fuller & Smith & Ross, Pittsburgh). Bethlehem Steel Co., Bethlehem, Pa. (Hazard Advertising Co., Inc. New York) N. Y.

Division 2—Maintenance and service equipment, parts and materials (equipment for installation in buildings, factories, plants, etc. . . . and basic operating supplies used in industry). For example: lighting fixtures, heating, distribution panels, lubricants, cleaning compounds, repair parts, transmission belts, etc. First award: Plymouth Cordages Co., Plymouth, Mass. (F&S&R, New York).

Objectives: To stress quality as a means of achieving operating economy to the price-minded heavy marine industry. To boost the company's reputation for experience and know-how by playing up its ropes made of synthetic fibers. Also, to make the offer of on-the-job technical assistance and advice.

Results: The company's competitive position in the heavy marine industry has improved. "Substantial purchases of both natural and synthetic rope can be traced directly to the campaign." Requests for technical assistance have booked up the company's field engineers for months in advance.

Awards of merit: General Electric Co., Schenectady (G. M. Basford Co., New York); Gulf Oil Corp., Pittsburgh, (Ketchum, MacLoed & Grove, Pittsburgh).

Division 3—Operating machinery and equipment (equipment used in the production of goods or in industrial operation). For example: machine and hand tools, drives, instruments, materials handling equipment, hoists, tractors, power shovels, mixers, distillation equipment, pipe-laying equipment, etc.

First award: Westinghouse Electric Corp., Pittsburgh (F&S&R, Pittsburgh).

Objectives: To create a series of impressive, brief and dramatic ads that would generate excitement about Westinghouse meters.

Results: In the opinion of the meter department sales manager, the campaign created "a new look" for this product.

Awards of merit: I-T-E Circuit Breaker Co., Philadelphia (Gray & Rogers, Philadelphia); Reynolds Metals Co., Richmond, Va. (Clinton E. Frank, Inc., Chicago).

Division 4—Primary and process materials (unfinished or raw materials used in the production of goods). For example: chemicals, metals, plastics, rubber, fabrics, insulating materials, food and beverage ingredients, etc.

First award: Rohm & Haas Co., Philadelphia (Arndt, Preston, Chapin, Lamb & Keen, Philadelphia).

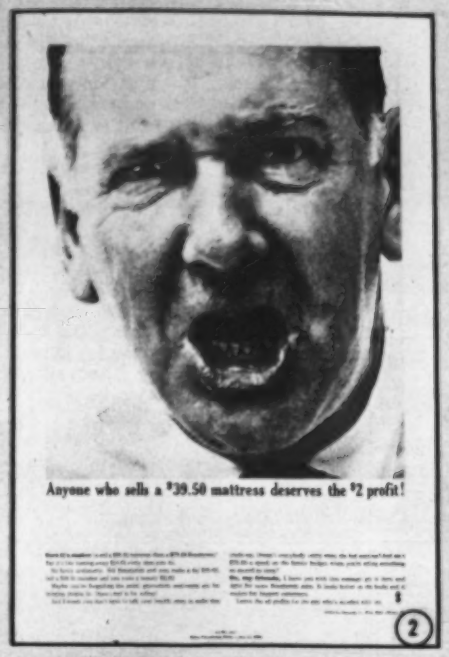
Objectives: Show the importance of using Rhoplex binders in paper coating.

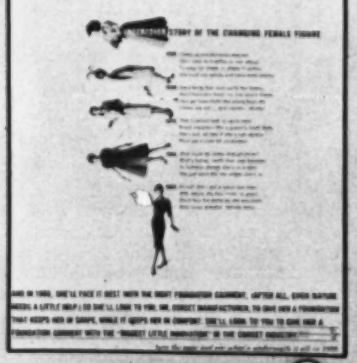
Results: Universally favorable reaction to the ads. Sales increased steadily during the course of the campaign.

Awards of merit: U. S. Steel Corp., Pittsburgh (BBDO, Pittsburgh); Film Department, E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

Division 5—Component parts and materials, containers, packaging supplies ("finished" items used in the production of goods, or in packaging). For example: gears, bearings, switches, tubing, castings, wrapping materials, bottles, aluminum foil, etc. First award: Organic Chemicals Department, E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

Objectives: To increase sales of Freon propellents by developing new customers for aerosol leaders (with which the propellent is used); to tell manufacturers





ABP MERCHANDISING AWARDS—Awards, made annually by Associated Business Publications for the most effective advertising in merchandising papers, were presented this week to advertisers and their agencies in New York. Shown here are the first award winners in the seven divisions:

1. Advertising to introduce new products or new packaging to dealers and distributors—M. Lowenstein & Sons, New York (Mogul, Williams & Saylor, New York).

2. Advertising to promote product features and give product information—Simmons Co., New York (Young & Rubicam, New York).

3. Advertising to merchandise consumer advertising to the trade—Polaroid Corp., Cambridge, Mass. (Doyle Dane Bernbach, New York).

4. Advertising to sell services; equipment and products not for resale—Gilbert & Barker Mfg. Co., West Springfield, Mass. (McCann-Erickson, New York).

5. Advertising to link merchandise with seasonal promotion and to describe—and encourage the dealer to use—sales promotion aids such as window displays, counter displays, advertising mats, envelope stuffers, etc.—Campbell Soup Co., Camden, N. J. (Batten, Barton, Durstine & Osborn, New York).

6. Public relations advertising, including trade association campaigns, institutional advertising, advertising by consumer media to influence dealers, sales training, endorsements, policy announcements, etc. and all other advertising not covered by preceding divisions—Talon Inc., New York (McCann-Erickson, New York).

7. Use of dominant space—multiple page advertising which makes the most effective use of three or more consecutive pages in one issue. The themes of this advertising could embrace any one, a combination of two or more, or all of the preceding divisions—Textile fibers department, E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

about the quality and dependability of this product.

Results: Fairly high reader feedback scores. And a number of manufacturers now packaging their products in aerosol containers were first contacted through this campaign.

Awards of merit: Hinde & Dauch division, West Virginia Pulp & Paper, Sandusky, O. (Howard Swink Advertising Agency, Marion, O.). Union Bag-Camp Paper Corp., New York (Smith, Hagel & Knudsen, New York).

Division 6—Public relations and services. For example: prestige advertising; trade association advertising; institutional advertising; advertising of transportation, consultants' and other services; and all other advertising not covered by other divisions. First award: U. S. Steel Corp., Pittsburgh (BBDO, Pittsburgh).

Objectives: Maintain U. S. Steel's reputation as a producer of high quality, heavy forgings. Also, expand markets for six product lines of U. S. Steel's forgings.

Results: Prospective customers frequently referred to U. S. Steel's forgings as quality forgings. Readership scores were high; inserts generally ranked first or second in the books used.

Awards of merit: Grumman Aircraft Engineering Corp., Bethpage, N. Y. (F&S&R, New York); Bulk Corn Products division, Anheuser-Busch, St. Louis. (D'Arcy Advertising Co., St. Louis).

Division 7—Institutional product sales advertising: Food products and operating supplies used in hotels, restaurants, hospitals and other institutions. First award: Kraft Foods Co., Chicago (J. Walter Thompson Co., Chicago).

Objectives: To reach operators in the institutional field with information about Kraft products and enhance its reputation as a dependable supplier of quality foods.

Results: Readex studies by one publication revealed readership scores of 67%, 58% and 82%, the highest for any ads in the issues checked. The company reports enthusiasm from Kraft salesmen, their customers, visitors to Kraft booths at conventions and from business paper editors.

Awards of merit: Campbell Soup Co., institutional division, Camden, N. J. (BBDO); H. J. Heinz Co., Pittsburgh. (Maxon Inc. Detroit.)

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Here's Why the Client Likes to 'Sleep on It' (a True Story)

To the Editor: Most of us on the client end of advertising are well familiar with the agency custom of bringing down a new ad layout—neatly mounted on colored stock. An "explanation" of the agency's thinking behind the approach used usually precedes handing it over to the ad manager for approval, right then and there (so hopes the a.e.). No gripe so far . . . this is just good salesmanship!

However, my beef is with R. E. Stivers' contention (AA, April 18) that the client's "let me sleep on it" usually means he wants to show it to his wife. Baloney! They may do it in the movies and in the books but, Mr. Stivers, I've got news for you . . . most of us just want the opportunity to sit back and study the layout and copy objectively and alone—as the reader might see it (maybe even that 21-year-old secretary)—without prior conditioning or explanation.

As far as seeking lay confirmation on a legal or medical opinion—let's not belabor *that* inconsistency . . . let's face it, this is *not* a science or "profession" . . . you're comparing apples and bananas. Agencies can't (and don't) really expect immediate approval on every idea. They *do* make errors in judgment!

As far as "the custom" of some clients to post their advertising on the bulletin board for all to criticize (constructively or not), this deserves little, if any, comment. I'll wager it just ain't so, except for the very few, and I doubt they'll be with us long!

T. E. Kearney,
Advertising Manager, American Sisalkraft Corp., Attleboro, Mass.

• • •

Mystery of the Quick Switch

To the Editor: Strange things are going on at Remington Rand's customer service counter! . . . Can anyone tell me more about the

magic which switches the customer's handbag from one arm to the other, and causes the typist and computer to change places?

Ray P. Weis,
Assistant Advertising Manager, Telecommunication Division, Stromberg-Carlson, Rochester, N. Y.

• • •

Why 'Promote' Our Public Service? Taxpayer Asks

To the Editor: Re your editorial, "Improvement in California," on Page 16, in the April 11 issue, I should like to point out that Father (Gov.) Brown has a ridiculous habit of moralizing. Last week his sermon dealt with the evils of buying on credit. The State of California, under Brown, is hardly in a position to berate the use of credit. Residents of California pay more taxes per capita than those of any other state, and California has been floating more bond issues than any other state, for which residents will pay forevermore!

There is too much soft-headed "thinking" in the U.S. about spending for cars, etc., and not spending for education or care for the aged or whatever pet project some crusader has in mind.

Where in h--- does the money for all these socialistic schemes come from if not sales of cars, cigarets, liquor, tv, etc.? Why should the State of California "promote" its public services? Continue along this line and we'll have everything nicely "public service" and no money to pay for it.

Far from falling in with Brown's backtracking, I think advertising people should show a little "guts" and tell these political parasites how the U.S. got where it is in wealth and industry, how it can support so many leeching public servants.

Brown's excuses to the advertising people make no more sense than his pontification about the evils of credit.

Irving Manning,
San Francisco.

P.S. An excellent example of how this wonderful "public service" is expensive, too, is covered by E. B. Weiss' article on Page 92 of the April 11 AA.

• • •

Bad Taste; Believability in Ads Draws Readers' Comments

To the Editor: Apropos Jim Woolf's comments on bad taste in the April 4 Advertising Age, here is still another. As for myself, I would not care to be shot by *anybody*, and if I did I would not be snobbish about it; anyone with a good aim would do.

The "art director" who posed

Slide, Mother, Slide!

To the Editor: The hazards of using seasonally timely topics as advertising themes is illustrated by the enclosed composite illustration from two ads appearing on Pages 52 and 56 of the April 18 issue of Advertising Age.

Naturally your makeup department refrained from putting them on adjacent pages, but a rapid leafing through the book distinctly produced in my mind the impression that the composite illustrates.

Obviously, the caption for the photo reads: "I don't care if she is your mother, she's still out!"

Douglas P. Brush,
Public Information Manager, Ferro Corp., Cleveland.

the Bronzini ad was careful to make sure that the dame concealed

LET THE MAN WHO SHOOTS PRESIDENTS... SHOOT YOU!
He knows how to make pictures that look well in print
FABIAN Bachrach
Photographer of Men
48 East 60th St., New York • PL 8-4238

the fact that the male model wore no necktie at all.

William M. Freeman,
Financial-Business News, *New York Times*.

•

To the Editor: Isn't [Jim Woolf's] April 4 Advertising Age article on Skippy peanut butter advertising self-contradictory?

Since the effectiveness of testimonial advertising is its believability in the sincerity and expertness of the endorser, [does Jim Woolf] really think this is accomplished simply by the endorser frankly stating that he is being paid for his opinion?

This might be a refreshing deviation from the convention, but does it make Groucho Marx's opinion any more valuable or believable on this subject?

I don't think so—and by [Jim Woolf's] definition, I can't believe [he does] either.

Louis Weinberg Jr.,
Highland Park, Ill.

• • •

The Rifle Wasn't in the Box, After All

To the Editor: We note various questions which Joe Meehan (AA, April 18) brings up regarding a recent Air Express advertisement. We would like to take this opportunity of presenting a few facts to Mr. Meehan.

The Chinese are credited with the *bon mot*, "A picture is worth a thousand words." To the inquiring mind of Mr. Meehan this should be revised to, "A picture is worth a thousand words . . . of explanation." But do not become concerned, the number of words will be far less.

There was, Mr. Meehan, more behind this picture than met your eye. As you can see by the unretouched photo in the advertisement, the lion is not chained and

Students of mat performance rely on Blue Ribbons

They realize that all the service mat problems are not solved with one grade of mat—hence the logic of the Blue Ribbon Line, with mats varied to meet a variety of conditions.

They hail the Blue Ribbon solution to the problem of full page color . . . registered sets of Blue Ribbon CC mats, baked on the form, that go into the automatic autoplate for as many casts as may be required.

Readers DO respond in terms of sales to technically clear, clean production of full color advertising.

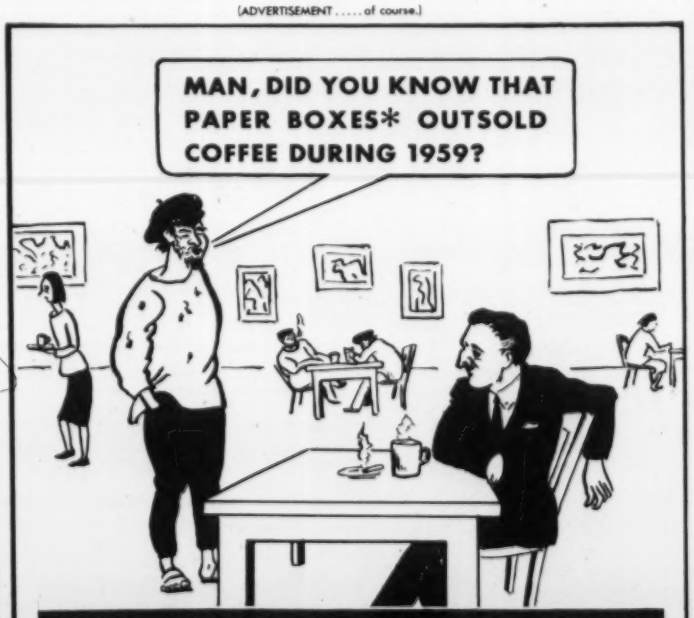
A Blue Ribbon Mat for every advertising need

Blue Ribbon Mats for color or monochrome rendering assure depth, clarity and freedom from shrinkage. They have a long record of preference in magazine and commercial work. In newspaper work, five different types of Blue Ribbon mats offer every combination of sensitive base and facing needed for special conditions. Consult your mat molder or communicate with

Certified Dry Mat Corporation
555 Fifth Ave., Dept. D, New York 17, N. Y.

Certified BLUE RIBBON MATS

(ADVERTISEMENT . . . . . of course.)


MAN, DID YOU KNOW THAT PAPER BOXES* OUTSOLD COFFEE DURING 1959?
*BOX, CARTON AND CONTAINER SALES WERE $3 BILLION LAST YEAR
For Further Information on This Growing Market, Contact:
Boxboard CONTAINERS
6 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS CEntral 6-3690
369 LEXINGTON AVENUE NEW YORK 17, NEW YORK MUrray Hill 3-8432

no one held the lion while the Cap-Chur air-rifle was unpacked. This would have been a most unsportsmanlike procedure and a very foolish move on the part of Melvin Koontz. As to how "you get the long thin rifle in a short square box?" You don't. The rifle was shipped in one package (not shown). The box you do see is that which contained the "ammo."

Obviously, the delivery man does not enter into this picture as he has departed long since with characteristic Air Express speed to make many other deliveries. He left Melvin to the lion or the lion to Melvin, whichever you choose.

Melvin does not always wait until he is attacked before he "goes after" the lion. That would be rather foolish, wouldn't it! After all, Melvin is an experienced veterinarian and knows better.

Due to your persistence as to how come the long thin rifle in the short square box, it is obvious that you are quite upset. So our client Air Express has asked us to place the services of Mr. Koontz at your disposal should you wish your jangled nerves soothed by a well-placed tranquilizer shot from the Cap-Chur air-rifle.

Of course, Mr. Meehan, we know you were only having fun, so we thought we'd join in.

Alfred A. Anthony,
Alfred A. Anthony, Creative Director, Adams & Keyes, New York.

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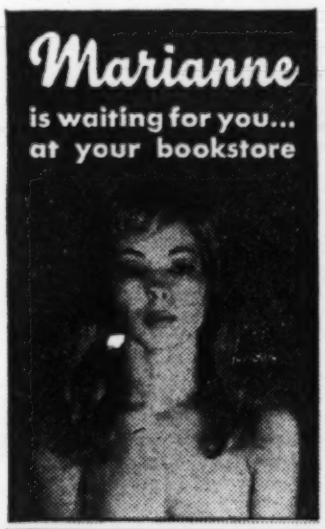
Bookstores Are Better'n Ever

To the Editor: How about this for juxtaposition (*New York Times*, April 12, 1960)? Please



Where do we go from here?

UP FROM LIBERALISM*

says

Wm. F. Buckley, Jr.

*"A lively book that will entertain anybody who picks it up."
—*Newsday*

McDOWELL, OBOLENSKY

$3.50

pardon the brevity of my letter, but I must rush down to the bookstore!

Earle M. Levine,
Copy Writer, Negea Service Corp., Cambridge, Mass.

• • •

Corrections, Changes in Ad Readership Study List

To the Editor: Two corrections should be made in the "Ad Readership Study Schedules" published in your April 11 issue.

Bakers Weekly is being studied by Mills Shepard instead of Readex.

Flying is being studied in November instead of October.

These changes have been made since the schedule was compiled:

Starch will study *Today's Health* in August 1960, and *Farm Journal* in September, October, November. *Parents' Magazine* is being studied in April instead of May.

All schedules are, of course, subject to change. But from our experience, the great majority will be conducted as shown in our compilation.

Max Berking,
Max Berking Inc., New York.

• • •

To the Editor: The 1960 Ad Readership Study Schedules, which appeared in the April 11 issue of ADVERTISING AGE, has an error in it, an error that naturally is of some concern to us.

Bakers Weekly is listed as having Readex Reader Interest Reports as its type of study. This is incorrect inasmuch as we are now in our second year of Mills Shepard Readership Studies. Since we are convinced that readership studies by personal interview are far superior to those conducted by mail, we are quite chagrined by the error . . .

Bertrand Heflin,
Promotion Manager, *Bakers Weekly*, New York.

• • •

Peel That Eye Wider, Dick

To the Editor: . . . It would seem to this reader that Dick Neff didn't keep his eye peeled well enough [AA, April 11] (maybe he needs a third pair of glasses?). Seems that Ken Green sent in copy of a Reply-O-Letter advertisement without reading the copy first. Second paragraph: "From the 'bedroom eye' look this gal is giving her boss . . ." If Messrs. Green and Neff had read the ad copy they could see that this ad was directed to advertisers interested in getting response to mailings made to the

home, not office.

Granted we all like to think that we are the "boss" at home but mostly that is just wishful thinking. Since the female in the ad is 'John's' wife, she has every right to give him that kind of look, even after her morning cup of coffee!

Need we say more?

Peter M. Spitzer,
Vice-President, Food Publications Inc., Los Angeles.

• • •

Life Savers Ads Do a Disservice, Reader Claims

To the Editor: Do you not agree that Life Savers is doing advertising a disservice in its current magazine insertions? Pictured is a glass funnel filled with colorful luscious fruit, their juices dripping ostentatiously into the Life Savers below. This is gross misrepresentation! If you were to read the not-too-evident overprinting on a Life Savers wrapper, you would be told that Life Savers flavors are *artificial*.

G. Harris Danzberger,
Hingham, Mass.

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON shows up on your marketing map as a "Dynamic Circle" that takes in a 68-county, 4-states-wide concentration of industrial might and bulging payrolls in the heart of the great Ohio Valley. Here, in over 440,000 TV homes, you find more than 2 million industrious people with $4 billion to spend annually. WSAZ-TV is the *only* single medium that covers this market. For WSAZ-TV's power and programming *created* the market. The people at the Katz Agency would welcome a chance to show you a lot *more* good reasons why Huntington-Charleston and WSAZ-TV belong high up on your must-buy list.

WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

Along the Media Path

The two 1959 Milwaukee Press Club "One a Year" awards to broadcast media have been won by **WTMJ** and **WTMJ-TV**, *Milwaukee Journal* stations. WTMJ was awarded the Pabst Brewing Co. award for "distinguished service in radio reporting," while WTMJ-TV received the Blatz Brewing Co. award for "distinguished service in television reporting."

• **Building Products** ran a 68-page "Pool & Patio" section in its April issue. The section contained capsule reports on about 200 late developments in patio materials and products, pools and pool accessories.

• Women's preferences in buying 91 types of beauty products are listed in **Dell Publishing Co.'s** "21st Survey of Beauty." The survey analyzes 1959 beauty product brand usage according to the purchasers' yearly incomes, locations by city size, and places where products were bought. The survey embraces the following general beauty product classifications: face makeup, eye makeup, skin care, hair care, hand care, mouth care, body hygiene and fragrances. Survey results on each product category are available from the market research department, Dell Publishing Co., 750 Third Ave., New York 17. Requests should specify product tabulation desired.

• **KPIX**, San Francisco, and KDKA-TV, Pittsburgh, have been selected to receive the 1959 Westinghouse Broadcasting Co. "Lamp of Knowledge" award for outstanding achievement in public service and educational programming.

• **Good Housekeeping** will celebrate its 75th anniversary with a special jubilee issue in May. The issue will be devoted to helping the American woman find her identity through the fullest possible development of herself—mentally, physically, emotionally and spiritually. Included in the special issue will be sections on fashions and furnishings, plus 20 pages devoted to recipes.

• "Editorial Leadership," a booklet published by **Fleet Owner**, tells how the magazine is edited and from where the material comes. Copies are available from Tom Howland, promotion manager, *Fleet Owner*, 330 W. 42nd St., New York 36.

• **The Television Bureau of Advertising**, and two member stations, WHIO-TV and WLW-D, Dayton, recently sponsored a television seminar for more than 100 Chrysler Airtemp executives, distributors and agency personnel to explain the techniques, cost, simplicity, flexibility and other factors in the use of television.

• **The Washington Post** ran its annual baseball section in its April 10 issue. The 24-page tabloid section included complete rosters of the 16 major league teams, tv schedules, 1959 standings in the American and National Leagues, ticket information, scouting reports by famous sports writers based in major league cities, and baseball records.

FOSTER KLEISER
DEAR ...
MAC CHANDLER, MARY ELIZABETH LOEBER, HELEN STENSON, JACK DAVIS, CLARICE McCREARY,
EVELYN KLEIN, GEORGE WESTFALL, MARIAN MONAHAN, JANE DAHGREN, BOB AMBROSE, LYMAN SCHEERER,
ALAN JONES, BOB WILSON, BARBARA SMITH, JERRY GILLEY, LYNN GROSS, DICK TYLER, NEIL SHOVER,
PAT HEALY, GENE McCARTHY, NANCY CUMMINGS, SALLY AMBROSE, GERTRUDE MURPHY, KEN WARD,
FRANK CRESLEY, LYNN FALCH, CLARENCE TAYLOR, ROBEY HARRINGTON, BRUCE GREENFIELD, BILL
BEV KRIKAK, NORM KRIEG, RULA WILKIE, BILL MONTGOMERY, CHRISTY ALLEN, BOB KELLY, FRAN LINDA
EDITH CURTISS, BOB BRISACHER, TAYLOR RHOADES, ROY PETERSEN, JOE FANELLI, ARTHUR ROTH,
MARCE FULLER, WALTER LAWRENCE, RAY JEWELL, HAROLD BROGGER, ROBERT ALLEN, HAL BROUSE,
JOE BROTHERTON, ARTHUR NELSON, JEANNE MALSTROM, CLIFF BADGER, ELLY NELSON, NANCY SHIELDS
THANKS for COMING to the WNEW-TV PARTY
Love, MARY

McCreary Davis

OUTDOOR THANK-YOU—*Mary McKenna, vp of research and sales development, Metropolitan Broadcasting Corp., New York, thanked 55 agency media specialists for attending a WNEW-TV luncheon in San Francisco by means of an outdoor poster. Two of those attending the luncheon, Clarice McCreary, tv buyer, and Jack Davis, media director of Honig-Cooper & Harrington, San Francisco, spot their names among the 55.*

• As part of its expanded promotional program, **McCall's** will launch a new series of page ads in the New York metropolitan edition of *Reader's Digest*, written by its editor, Herbert R. Mayes, and aimed at telling *McCall's* editorial story both to the general public and to the advertising trade in the New York City area. The first ad, appearing in the May issue of *Reader's Digest*, will feature Maurice Chevalier.

• "1960 Business Survey & Market Guide" for Rapid City, S. D., has been published by the **Rapid City Daily Journal.** The survey covers population, retail sales, drug sales, food sales, general merchandise sales and automotive sales. Additional information may be obtained from the *Daily Journal*, Rapid City, S. D.

• **The Oil & Gas Journal** recently mailed out "drop of oil" paperweights to introduce its new I/TP (Impressions per Thousand Prospects) index which measures advertising efficiency.

• Live canaries in cages were distributed to radio time buyers and editors by **WLS**, Chicago, to announce the radio station's new format and sound. Beginning May 2, the station switched to a 24-hour broadcasting day. Formerly WLS programming was designed for the Midwest farm market.

• Timed to coincide with the WESCON Electronic Show and convention in Los Angeles, **Electronic Products** will offer regional display advertising in its August issue. The special section will be bound into the center of the regular national issue. Rates for the regional display advertising, which embraces the 11 western states, begin at $395. Only page units will be accepted. Additional information is available from *Electronic Products*, 60 Madison Ave., Hempstead, N. Y.

• Robert Parker, product manager of Seabrook Farms Co., was the winner of **Sunset Magazine's** 10-day "market inspection" trip to Hawaii.

• **WTAR**, Norfolk, recently celebrated the tenth anniversary of television in Tidewater, Virginia, with a special anniversary luncheon.

• **WSIX**, Nashville, Channel 8, recently sent to local agencies boxes of doughnuts in the shape of the channel number.

• **Westinghouse Broadcasting Co.**, Absecon, N.J., is offering ten jingles and 22 live tags to radio stations as part of a promotional plan to create more interest in radio and television as selling media.

• Alfred Politz, president of Alfred Politz Research Inc.; Business Newspapers Assn. of Canada and the Ford division of Ford Motor Co. have been named bronze plaque winners in the second annual media awards competition sponsored by **Media Scope.**

• **Department of New Laurels**

Advertising pages in **Gentlemen's Quarterly** for the first half of 1960 totaled 257 pages, a 37-page gain over the same period in 1959.

The Philadelphia Jewish Exponent recorded a record 526,000 lines of advertising for the first quarter of 1960, an increase of more than 140,000 lines of advertising over the comparable 1959 period.

Road & Track reports advertising pages for the first four months of 1960 showed a 24.35% increase over 1959, with pages totaling 118.5, compared with 95.3 pages for the same period the previous year.

Newsweek reports revenue for the first quarter of 1960 came to $6,353,841, compared with $5,453,841 in 1959. Circulation for the same period increased by 80,000, to a total of 1,500,000.

Life International Editions' advertising revenue for the first three months of 1960 reached a record total of $1,700,000, a 25.4% increase over the comparable 1959 period. Ad revenue for *Life International* totaled $1,030,000, a 24.7% increase over the same period in 1959. *Life en Espanol* and its regional editions for Mexico and the Caribbean reports ad revenue for the first three months of 1960 came to $700,000, an increase of $146,000 over the first quarter of the previous year.

Circulation for the first six months of 1960 will average 825,000, **House Beautiful** reports. This is an increase of 100,000 over the comparable 1959 period. #

Mallory Sets Spring Push

Mallory Battery Co., Cleveland, will launch a spring campaign for its radio batteries with full page ads in the May 16 issue of *Time* and the May 19 issue of *Life*. The campaign is aimed at the replacement market for mercury and zinc carbon radio batteries sold chiefly through drug, hardware, electrical and radio retail channels.

83%
HOME DELIVERED

. . . assuring advertisers that their messages in the Detroit Times will be digested by metropolitan-area residents who are attentive, daily readers. And an impressive 234,333 potential customers in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper). Good reasons for telling your story in the Times?

KEEP YOUR EYE ON THE TIMES

Detroit Times
Represented nationally by
HEARST ADVERTISING SERVICE INC.

If you sell drug store items in Oregon

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Drug Sales $63,900,000—1958.

Nearly ¼ of Oregon's buying families watch
KVAL-TV
KPIC-TV

KVAL-TV Eugene
NBC Affiliate Channel **13**
KPIC-TV Roseburg • Channel 4
Satellite

IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

• There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

Tidewater Boosts Radio Coverage of Collegiate Sports

LOS ANGELES, April 26—Tidewater Oil Co., which for many years had one of the nation's most comprehensive college sports broadcast schedules, will again assume major sponsorship of football and basketball games in the far west.

In revealing Tidewater plans, J. Ronald Getty, marketing director, said: "As a test during this past year, we have sponsored college basketball locally here in Los Angeles. Now, in addition to basketball on an expanded basis, we will be carrying football for the entire west this year."

He said the following radio broadcast agreements have already been made for football and basketball: At University of Southern California, on KNX, Los Angeles; University of California at Los Angeles, on KMPC, Los Angeles; University of California on KSFO, San Francisco; and Stanford University, on KCBS, San Francisco.

Negotiations with other major West Coast universities are under way. In a number of cases, special networks will be created to carry major games. The average number of sports broadcasts for each school will be 36 over a period of more than six months.

■ The sports package also will include sponsorship of the National Collegiate Athletic Assn. regional basketball, and Athletic Assn. of Western Universities' track finals in San Francisco in 1961. Some sponsorships will include a "Flying a Warmup" and a post-game "Flying a Scoreboard."

Mr. Getty said merchandising features developed by Tidewater, its agency, Foote, Cone & Belding, and the stations, have been "particularly appealing." Without giving details, he said a five-point plan will be used by radio stations to build audiences for the sportscasts. Tie-in ads will be used in other media, and Tidewater's 5,000 stations will promote the sportscasts.

Currently, Tidewater is sponsoring race telecasts, and radio broadcasts of Giants and Dodgers games in the National League, and Pacific Coast League games in Seattle, Portland and Honolulu. #

Lewis Nord Incorporates

Lewis Nord, who opened his own agency a year ago, has incorporated, forming Nord & Associates Advertising, Salt Lake City. Harold Child Jr., who formerly operated his own agency, has been named vp, and William Little, former industrial publications specialist, has been appointed director of art and production. Mr. Nord, president of the agency, said Nord & Associates Advertising currently bills $500,000.

Indiana Offers Radio Study

The department of radio and television at Indiana University, Bloomington, will offer a course in broadcast promotion next fall. Broadcasters' Promotion Assn., under whose auspices the course is being presented, said this is the first time such a course is offered as an integral part of a university's broadcasting course.

R.O.P. Color Use in February Is Up 18.6%, Hoe Reports

NEW YORK, April 26—Newspaper r.o.p. color linage in February totaled 11,075,760 lines, up 18.6% over linage in February, '59. Color linage for the first two months amounted to 20,657,992 lines, a 28.1% gain over linage in the comparable period in 1959.

Top users of newspaper color in February were General Electric products (295,593 lines); One-A-Day vitamins (208,492); Goodyear Tire (171,182); Alcoa Wrap (155,364); Firestone Tire (154,623).

Among national classifications, biggest users were miscellaneous foods (383,020) and tires and tubes (329,116).

The linage figures are issued in a monthly report prepared by R. Hoe & Co. using data compiled by Media Records. #

Holmes Promotes Three

Three promotions have been announced by Jack T. Holmes & Associates, Fort Worth: Dick Pemberton, art director to creative director; John Dillingham, plans chief to account manager for the industrial group, and Cleon Nettles, to office manager and supervisor of media.

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

The NASA-USAF-Navy X-15 manned rocket gets a vital part . . . delivered with jet-age speed by AIR EXPRESS

X-15 part flies first 3000 miles by Air Express

The scene: Edwards Air Force Base, Calif. Crack engineers work 'round the clock to ready the X-15 for its flight to the brink of outer space. Its engine, built by Thiokol in Denville, New Jersey, packs a 400,000 HP punch—more than the power of two giant ocean liners! Because of an accelerated assembly schedule, some parts—like this turbine pump control—are installed right on the flight line. They must be shipped fast, with kid-glove handling. In short, a job for low-cost AIR EXPRESS. Give your business these advantages, too. Call AIR EXPRESS to speed your products FIRST TO MARKET . . . . FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Hutzler, Sabatino Merge

Two Dayton advertising agencies—Hutzler & Associates and Sabatino Advertising—have merged. The new office of Hutzler & Sabatino will be in the Third National Bldg. Herman H. Hutzler is chairman of the board; Nicholas Sabatino is president, and vps are Frank H. Clarke, formerly with Hutzler, and Jack C. Plummer, who was with Sabatino.

Are you getting full value from your business-film distribution?

Modern Talking Picture Service provides full-value distribution at surprisingly low cost to

★ *Television*
★ *16mm audiences*
★ *Theatres*

Would your film benefit from *Modern* know-how? Find out! Send for your free copy of "Opportunity For Sponsored Films" — 16 pages.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York, N. Y.

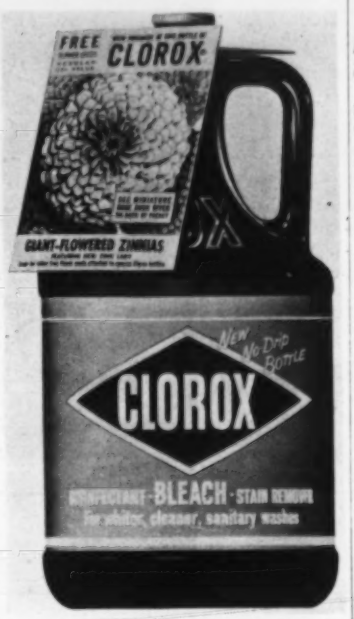
offices in 30 major cities

Merchandising Ideas

Clorox in Flower Shower

• Timed to cash in on the heavy demand for bleach which comes with a seasonal upswing in home laundering and spring house cleaning, Clorox Co., Oakland, Cal., has launched a Clorox Shower of Flowers promotion. The bleach promotion features two special offers planned to stimulate sales of Clorox in new "no drip" bottles in all sizes, and particularly new "pitcher handle" half-gallon and gallon bottles. A packet of seeds, retail value 25¢, is attached to Clorox half-gallons and gallons. At the same time, a mail order blank attached to the larger bottles and printed on special Clorox quart labels, offers a miniature rose bush, retail value $1.50, for 50¢.

The promotion is being supported with large space newspaper ads. Honig-Cooper & Harrington, San Francisco, is the agency for Clorox.



PREMIUM FLOWERS—*Clorox Co. is giving a packet of free flower seeds with two sizes of Clorox bleach in a spring promotion.*

Federal Pacific Booklet Out

• In a booklet, "Partners in Progress," Federal Pacific Electric Co., Newark, has placed on record its over-all policy approach to the electrical distributor market. Featuring a selective distribution program and a plan for wholesaler inventory control, the policy is designed to "maximize manufacturer-distributor profits through teamwork and efficiency," according to a statement by Robert L. Bobo, Federal Pacific vp of marketing.

Under its policy of selective distribution, Federal Pacific will sell in each trading area through the smallest number of qualified electrical wholesalers necessary to provide adequate coverage of all area markets. Under Federal Pacific's "distributor inventory control plan," the company agrees to take back from any of its wholesalers all current, but slow-moving products in exchange for an order of equal value for items expected to move more rapidly in an area. As part of its policy, the company is offering strong support to distributor selling activity with assistance from company field engineers and advertising, publicity and merchandising efforts.

Happy Buck Boosts Banks

• Harrison House, Meriden, Conn., agency, has created and trademarked a character, Happy Buck, and has built it into an advertising service for banks. The advertising is designed to create a corporate image for the users, and at the same time humanize and inject more "sell" in the banking services.

Harrison House has prepared an eight-page brochure outlining the Happy Buck promotion, available on request. The promotion provides for exclusive use of the Happy Buck character in an area; weekly newspaper ads; assortment of logos; consultation services on project material and collateral material as issued.

Kaiser Opens Service Centers

• Kaiser Aluminum & Chemical Corp. last month opened an Aluminum Building Products Service Center in the Public Square Bldg., Cleveland, an innovation in marketing residential building products. A second center will be opened later this year in Kansas City. Kaiser said the centers will serve as "educational meeting places for builders, home buyers and the manufacturers of aluminum building products. Features of the centers' program will include displays of aluminum building products and a schedule of classes open to builders and the public.

For the builders the center will serve as headquarters for the training of their employes in the use of aluminum products for residential construction. A "home owners" course also will be offered to anyone who has purchased a home from a local professional builder participating in the program and will include decorating, maintenance and landscaping classes. Fred C. Jones has been named manager of the Cleveland center and will be assisted by a products specialist who also will be a guide for the center.

Simpson Sends Lucky Dice

• Special dice, which roll only a seven or an eleven, are the focal point of a novel direct mail piece being sent by Simpson Logging Co., Portland, to its distributors and to home builders. Simpson is using the dice mailing to promote its new Seven-Eleven ceiling height door. Simpson's agency, Lennen & Newell, San Francisco, developed the promotion.

SEVEN-ELEVEN—*These special dice, which roll only a seven or an eleven, are the theme of a direct mail piece being sent by Simpson Logging Co. to distributors.*

Beam Bottles Enter Politics

• The latest weapon for the 1960 political battle is a bottle—or rather, two bottles. One is in the form of a donkey and the other is shaped like an elephant. Both come with political standards bearing state and party names. The

ON THE BEAM—*These regal china bottles, containing a fifth of Kentucky bourbon whisky, have been introduced by James B. Beam Distilling Co.*

bottles, creation of James B. Beam Distilling Co., are filled with a fifth of Beam's 100-month-old Kentucky straight bourbon whisky.

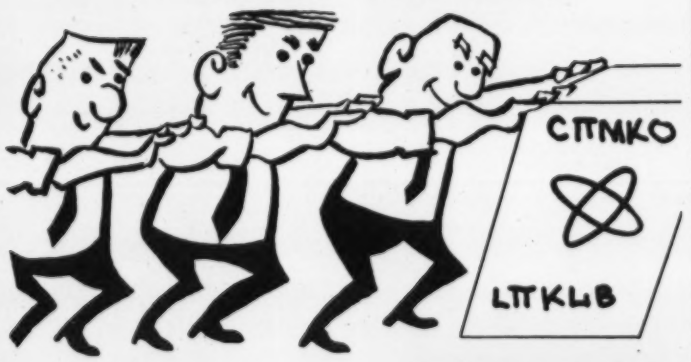
George Gaber, Beam vp and director of marketing, said the new bottles already have proved a success. "Advance orders indicate that these unique bottles of bourbon will be more popular than any other special collector's package that Beam has offered the public," he said.

Old Crow Fetes 125th Year

• National Distillers Products Co., New York, is distributing to its key Old Crow salesmen and retailers from coast to coast a resplendent 12x15" brochure bound in a leatherette cover printed in gold. Titled "125 Years of Bourbon Greatness," the brochure asserts that Old Crow, "largest-selling straight whisky is the greatest opportunity in the liquor industry today because straights are on the increase and the brand's sales momentum is carrying it further ahead." Pointing up the record-budget advertising keyed to the brand's 125th anniversary program, the booklet contains reproductions of full-color and b&w ads scheduled in the program. Many of the brochure's 20 pages are printed on gold paper.

An expanded point of sale campaign is part of the program as well as a series of special events which includes the dedication of a memorial as a tribute to James Crow June 16 at the site of the original Old Crow distillery at Glenn's Creek, Frankfort, Ky.

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PRESIDENT Col. R. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shafer
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today

SOMEWHERE WEST OF LARAMIE

is a man heading for one of the 4 New York Sheraton Hotels. His room reservation was confirmed across the continent in just 4 seconds — thanks to Reservatron. All it takes is a call to the nearest Sheraton to set in motion this world's fastest reservation service. Next trip, try it. **WANT A FAT FREE BOOKLET?** Why not? — its 96 pages extol the delights of 54 Sheraton Hotels in 39 major cities. And besides, you'll help us test this ad. Address: Sheraton Corp., Ad Age Ad #2, 470 Atlantic Avenue, Boston, Massachusetts.

Coming Conventions

*Indicates first listing in this column.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 5-8. American Women in Radio and Television, ninth annual convention, Pick-Carter Hotel, Cleveland, O.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 18. Industrial Advertising Research Institute, research forum, Commodore Hotel, New York.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 24. Industrial Advertising Research Institute, research forum, Conrad Hilton, Chicago.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

*Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4. Assn. of National Advertisers, workshop on advertising management, Ambassador Hotel, Chicago.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

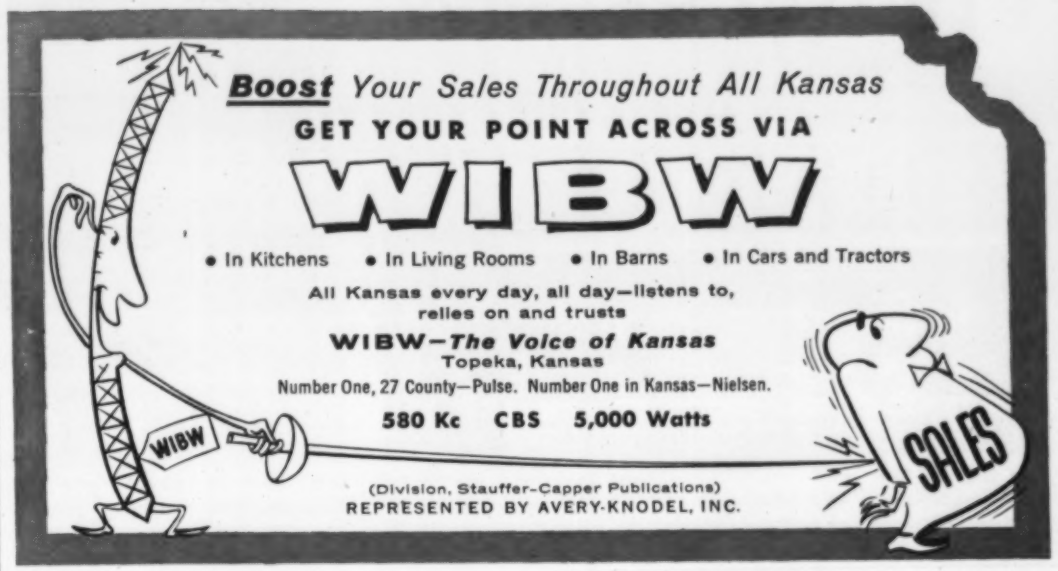
Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

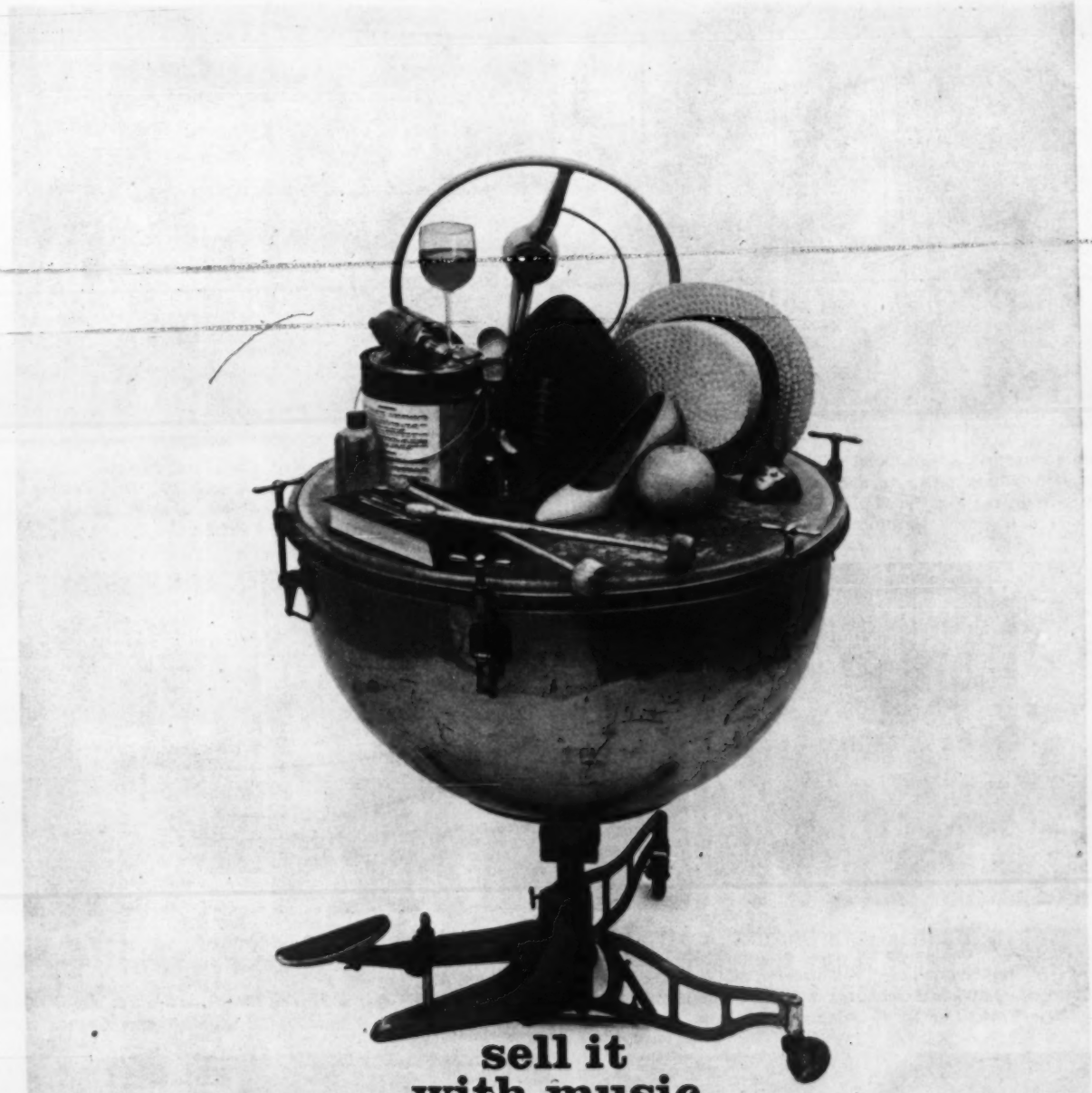
Listerine Sales Ahead

Based on first quarter activitics, sales of Listerine toothpaste were 33% ahead of the 1,500,000 tubes predicted for the first period, it is reported. Both products are made by Warner-Lambert Pharmaceutical Co., Morris Plains, N. J. Sales of Listerine antiseptic are expected to be nearly 10% ahead of 1959, which was the best year in the product's history.

'American Home' Names Three

Elliot Harris, formerly with *Newsweek*, and Eugene Pavey, formerly with Great American Publications, have joined the advertising and promotion department of *American Home*, Philadelphia. Herb Ehrlich has been promoted from the promotion staff to creative manager, a new post.


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
WIBW
SALES
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.



sell it with music

on RCA Custom premium records!

Want to drum up more business? RCA Custom premium records can't be beat for attracting new customers!

Records are just right for introducing new lines, opening new markets, or moving goods at point-of-sale. RCA selects the music from the comprehensive all-star RCA Victor catalogue, or does original recording...supplies art work and covers, drop-shipping and warehousing. The whole job!

With RCA records, you snare the exact group you're after, because the music is custom-fitted to the audiences you want to reach.

You can use singles or albums, stereo or monophonic. And for extra high-volume campaigns, choose paper records at pennies apiece. They give audible impact to any message you want to get across to customers, prospects or employees. Call or write now!

RCA CUSTOM RECORD SALES

155 East 24th Street—New York 10, N.Y.—MUrray Hill 9-7200
445 N. Lake Shore Drive—Chicago 11, Illinois—WHitehall 4-3215
1510 North Vine Street—Hollywood 28, Calif.—OLdfield 4-1660
800 17th Avenue South—Nashville 3, Tennessee—ALpine 5-6691

PHOTO REVIEW

TALL BLONDE—*This painted bulletin for Regal Select beer features a "tall blonde" and a 19' three-dimensional, illuminated plastic replica of Regal bottle. Seven of these bulletins are being rotated every 30 days in high traffic locations in California. Lennen & Newell, Los Angeles, is the agency.*

ANY THING YOU WANT—*Rowe Mfg. Co., New York, makes this 'round-the-clock food vendor which offers 130 food and drink items. All items are on display, so customer may pick the exact one he wants.*

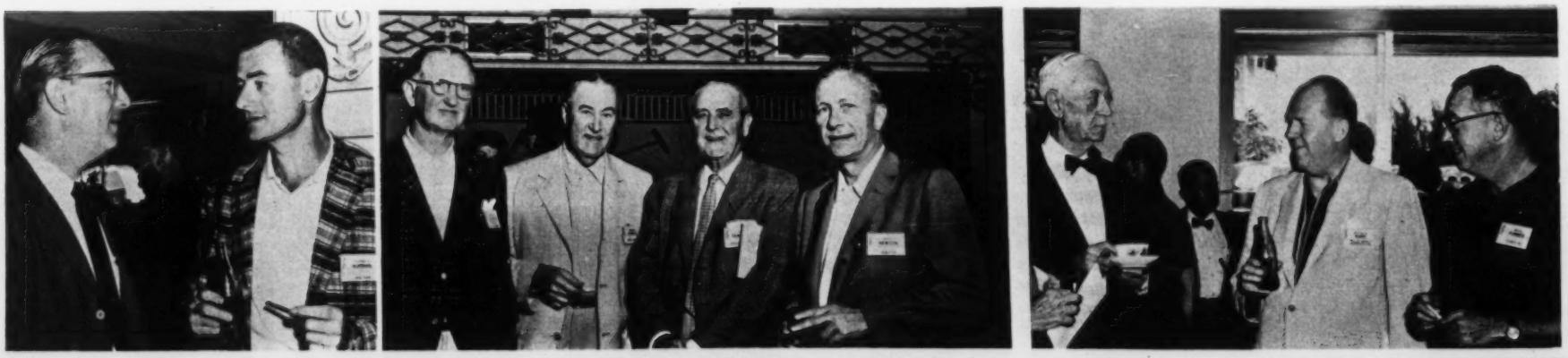
THREE-WAY TIE-IN—*This color spread is part of a five-page ad scheduled for the May Seventeen, jointly advertising Studebaker's 1960 Lark, American Viscose's Avron rayon and R. & M. Kaufmann's Vicky Vaughn dresses. The campaign will be merchandised by department stores and Lark dealers in 57 cities. The tie-in was developed by Arndt, Preston, Chapin, Lamb & Keen, agency for American Viscose. This is the first automotive advertising to appear in Seventeen, the magazine reports.*

Bolte Steel Harding Schaefer Wulfeck Carney Carley Killeen

ANNUAL FOUR A's MEETING—*The annual meeting of the American Assn. of Advertising Agencies at Boca Raton (AA, April 25) brought together these advertising people: Brown Bolte, Sullivan, Stauffer, Colwell & Bayles, New York; Pat Steel (Kudner award winner) and Harry Harding (new Four A's chairman), both of Young & Rubicam, New York; being photographed by Mr. Harding is O. G. Schaefer, Meredith Publishing Co., New York; Dr. Wallace H. Wulfeck, William Esty Co., New York; Robert Carney, Foote, Cone & Belding, New York, and Robert Carley and Joseph L. Killeen, both of Fitzgerald Advertising, New Orleans.*

Patterson Marsteller Vladimir Adams Wittner Dane Chase Cargill Acree Knott McKenna

IN BETWEEN SESSIONS—*At the American Assn. of Advertising Agencies annual meeting in Boca Raton were Jere Patterson, Jere Patterson & Associates, New York; William A. Marsteller, Marsteller, Rickard, Gebhardt & Reed, Chicago; Irwin A. Vladimir, Gotham-Vladimir, New York; Charles F. Adams, MacManus, John & Adams, Bloomfield Hills, Mich.; Fred Wittner, Fred Wittner Co., New York; Maxwell Dane, Doyle Dane Bernbach, New York; Edward Chase, Harold Cabot & Co., Boston; James Cargill and Edward Acree, Cargill, Wilson & Acree, Richmond, Va.; Lawrence T. Knott, Chicago Sun-Times, and R. E. McKenna, Chilton Co.*



Deems Norman Clifford Rompel Trammel Newton Braucher Carr Forbes

ON AD BUSINESS—*Chatting at the Four A's meeting were Richard E. Deems, Hearst Magazines, New York; Norman B. Norman, Norman, Craig & Kummel, New York; Donald K. Clifford, Doherty, Clifford, Steers & Shenfield, New York; Walter Rompel, New York Mirror; Niles Trammel, Biscayne Television Corp., Miami; Carroll Newton, Batten, Barton, Durstine & Osborn; Frank Braucher, magazine consultant; William B. Carr, Million Market Newspapers, and Bruce Forbes, Forbes Inc., all of New York.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

AFA Publishes 4th Directory of Marketing Education in U. S.

The Advertising Federation of America, New York, has published the 1960 "Directory of Advertising, Marketing & Public Relations Education in the U. S." The new edition, fourth in a series since 1931, includes all degree credit courses in advertising, selling, retailing and related subjects offered in degree granting colleges and universities in the U. S. and its territories as of January, 1960.

The 90-page booklet, at $3 per copy, may be obtained from George T. Clarke, director, Bureau of Education & Research, AFA, 250 W. 57th St., New York.

Lustig Receives Mail Award

Mail Advertising Service Assn., New York, has named Edward Lustig, president of Circulation Associates, New York, recipient of its annual award for outstanding service to the business mail industry.

Serwer Joins Autourist

James Serwer has been named vp and marketing director of Autourist Cars-In-Europe Inc., New York. He previously was an account executive with Irving Serwer Advertising Inc.

Kentucky Daily Boosts Price

The *Advocate-Messenger*, Danville, Ky., has increased the price of its Sunday edition from 5¢ to 10¢. Price of the daily paper remains at 5¢.

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

$150,000 Drive Set to Promote Carlsberg Beer

NEW YORK, April 27—Carlsberg Agency, importer of Carlsberg beer from Denmark, has increased its 1960 ad budget to $150,000 and will continue the "Quaffmanship" theme introduced last year.

The budget represents a 50% increase over last year's program. Leif Wium, the Dane who heads Carlsberg Agency here, noted that imported beers as a whole raised their volume by 20% last year.

The imported beer brands still make up less than 1% of the U. S. beer market, although there are a multiplicity of brands now being imported from abroad. Carlsberg is believed to rank third in this market. The volume leaders are Heineken's, from the Netherlands, and Lowenbrau, from Germany.

Solow Schwartz Wium

SKOL—*Larry Schwartz, president, and Martin Solow, exec vp, of the Wexton Co., show 1960 Carlsberg campaign plans to Leif Wium, president of the Carlsberg Agency, who seems to be mainly interested in the product.*

■ The new "Quaffmanship" campaign will follow last year's outlines. It will utilize woodcuts and long copy on the lore of beer drinking. Beer mugs will again be offered—at $1 apiece, six for $5.

The Wexton Co. is again handling the campaign, with Martin Solow, exec vp of the agency, serving as account executive.

The campaign kicks off May 2 with a 13-week schedule of spots on WQXR, New York. Similar radio spot campaigns are scheduled for WABC-FM, WNEW and WVNJ, New York, and WNHC-FM, New Haven.

The print schedule begins with a one-third page in the May 2 eastern edition of *Sports Illustrated*, the first of 13 insertions in this book. The campaign also calls for five one-third page units in *Cue*, three half-page ads in the eastern edition of *Esquire* and two one-third page units in the eastern edition of *Playboy*.

■ Carlsberg will be using vertical half pages in the *New York Herald Tribune*—six insertions beginning May 26—and the *New York Times*—10 insertions beginning May 19. The *New York World-Telegram & Sun* is scheduled for 20 140-line ads stretching from June 1 through Nov. 23. #

McGraw-Hill Income Gains

McGraw-Hill Publishing, New York, and subsidiaries registered a consolidated net income of $1,707,509 or 64¢ per share after deducting federal income taxes of $1,990,122, for the quarter ending March 31, 1960. This was a gain over the 1959 first quarter, when McGraw-Hill reported $1,409,275 or 53¢ per share, after $1,620,504 in federal income taxes.

Quaffmanship
A continuing excursion into the divers aspects of quaffing the finest of beers, CARLSBERG—the Glorious Beer of Copenhagen.
Carlsberg Beer
Quaffmanship
A continuing excursion into the divers aspects of quaffing the finest of beers, CARLSBERG—the Glorious Beer of Copenhagen.
Carlsberg Beer

REPEAT—*Carlsberg's 1960 campaign continues the "Quaffmanship" motif introduced last year—woodcuts and long copy putting beer into a historical and cultural perspective. Wexton Co. is the agency.*

TWO you can TRUST
for advertising accuracy

NATIONAL REGISTER PUBLISHING CO., Inc.
147 West 42nd Street, New York 36, N.Y.
333 North Michigan Avenue, Chicago 1, Ill.
2700 West 3rd Street, Los Angeles 57, Cal.

'Relied on Ads,' Cancer Victim Says in Chesterfield Suit

PITTSBURGH, April 26—Otto E. Pritchard, plaintiff in a suit against Liggett & Myers Tobacco Co. (AA, April 11) testified last week that he "relied on" Chesterfield ads. Photostatic copies of 28 Chesterfield ads were admitted as evidence in the "cigaret vs. cancer trial."

Mr. Pritchard, a Pittsburgh carpenter, is suing Liggett & Myers for $1,250,000. He charges that his heavy smoking of Chesterfield cigarets for 29 years caused him to contract lung cancer.

■ Questioned by his attorney, James P. McArdle, he identified the 28 ads as among those which persuaded him to continue buying and smoking Chesterfields during the years preceding an operation for the removal of most of his right lung in 1953.

Asked to describe the ads, Mr. Pritchard declared, "Oh, they were about purity. About how Chesterfields were as pure as the water you drink and the food you eat. Chesterfields are milder, taste better, cooler smoking, don't hurt your nose, throat and accessory organs. That they're good for you—things like that."

■ Following this testimony, the plaintiff was cross-examined by Kenneth G. Jackson, one of the attorneys representing L&M.

Under Mr. Jackson's questioning, Mr. Pritchard admitted that he did not rely on ads when he changed cigaret brands, and also that three of the ads introduced in court were published in 1954, after his lung operation.

It was also brought out that Mr. Pritchard didn't decide to bring his suit against the tobacco company until after he had gone to Attorney McArdle's office on another matter.

■ In offering the ads as evidence, Attorney McArdle told the court he wanted to support his contention that L&M did not inform smokers that there was any potential danger from smoking Chesterfields.

Judge John L. Miller, hearing the case, refused to allow him to ask the plaintiff whether the ads warn that smoking might cause cancer.

Throughout the trial, the defense has continued to deny that the plaintiff has offered any evidence that there is anything in cigarets which causes human cancer. The trial record now includes depositions made by several L&M executives, including one by Lawrence Bruff, L&M ad manager. Mr. Bruff said he was not aware in 1953 of any L&M research into the possibility that cigarets might cause lung cancer. The other depositions brought out that L&M did little or no research prior to 1953 on a possible link between cigarets and cancer. #

Schweizer Elected Chairman

The Cleveland Council of the American Assn. of Advertising Agencies, Cleveland, has elected Louis A. Schweizer, vp and secretary of Bayless-Kerr Co., chairman of the board. Also elected were Herbert W. Cooper, president of Meldrum & Fewsmith, vice-chairman, and William Meermans, vp of Meermans Inc., secretary-treasurer. William A. Weaver, vp of Griswold-Eshleman Co., and Mr. Cooper were elected new members of the board.

Tiger Names Kuttner & Kuttner

F. S. Tiger Co., Chicago, manufacturer of women's clothes, has appointed Kuttner & Kuttner, Chicago, to handle its advertising. Tobias, O'Neil & Gallay formerly handled the account.

AMA Offers Meeting Report

The American Marketing Assn., Chicago, has published a 604-page book covering the proceedings of its June, 1959, national conference. Copies of "Marketing Keys to Profits" are available at $5 to AMA members and $7.50 to nonmembers.

Rosenbloom Adds Account

Business Efficiency Aids Inc., Skokie, Ill., manufacturer of Magne-Dex and Magne-Tab, visible magnetic file systems and tab cards, has appointed Irving J. Rosenbloom & Associates, Chicago, as its agency.

Foote, Cone Names Two

Foote, Cone & Belding, Chicago, has added two copywriters: Terry Burnside, formerly of Leo Burnett Co., Chicago, and Joseph R. Del Papa, previously tv-radio copy chief of Erwin Wasey, Ruthrauff & Ryan, Chicago.

IT'S EASY TO SEE...

the difference in quality when you

USE THE SERVICES OF

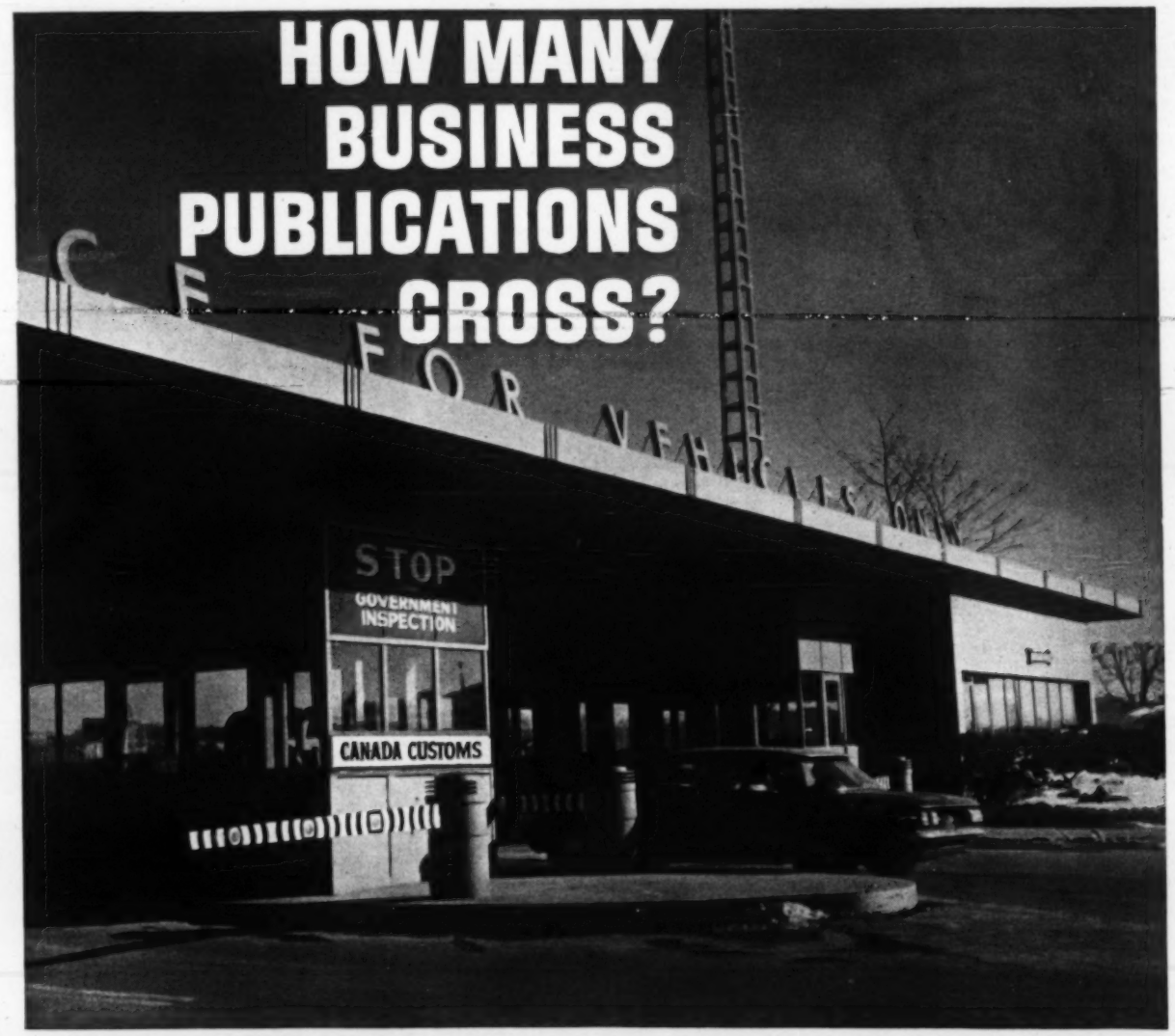
CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

HOW MANY BUSINESS PUBLICATIONS CROSS?



Actually, United States publications account for a mere fraction of the total circulation of business publications in Canada.

This in no way reflects on the quality of non-domestic business publications . . . but it does emphasize *this* point: Canadian businessmen know that only Canadian business publications bring them the Canadian news they need, swiftly, accurately and in breadth.

For this reason, Canadian business publications are the all-important link between you and the buying influences you want to reach in Canada.

One or more of the over 140 publications belonging to B.N.A. (Business Newspapers Association of Canada) are specialized for your particular market in Canada. They are the quality Canadian business publications with audited circulations and the highest editorial standards.

Advertising in them provides the means of reaching Canadian businessmen as a whole or in specialized fields, unduplicated by any other media. The cost is only a few cents a contact. Business Newspapers Association of Canada, 100 University Ave., Toronto 1, Canada.

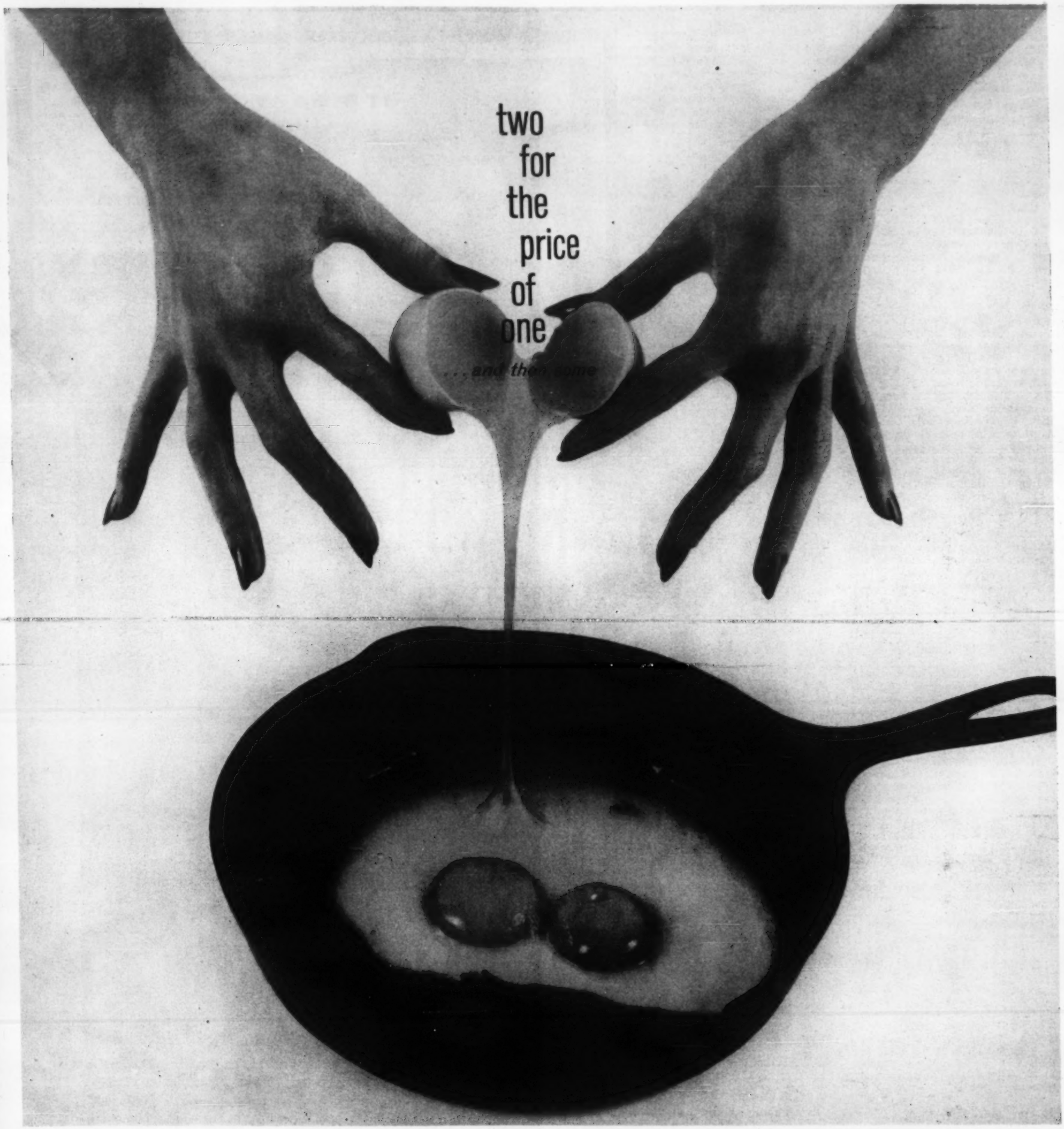
6-7

CANADIAN BUSINESS NEWSPAPERS

THE *BEST* CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

BNA

GET YOUR MESSAGE THROUGH CLOSED DOORS TO PEOPLE WHO SPECIFY AND BUY



Parade gives you twice as many advertising readers per dollar as any of the "big three" weekday magazines. One good reason—distributing newspapers reach nearly every home in town.

PARADE

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Feature Section

Advertising Age

C. M. Cites a 'Reason Why' Ad

Woolf, Too, Likes the Facts

'Systems Are Silly,' Armstrong Says

New Display Study Needed: Weiss

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Flexible Method Needed to Evaluate Advertising Agency Services and Charges, Says Accountant

Norman Fields

By Norman Fields, C.P.A.
Fields & Fields, Chicago and San Francisco

More than ever before, advertising agencies are forced to determine the value of the services they render to each client. This should have been of prime importance long before the current squeeze on agency profits demanded a client-by-client comparison of the commission income automatically received with the compensation actually required to handle each client's account.

In all too many instances, the compensation received by way of 15% commissions has proved inadequate. In a lesser number of cases, commissions received may amount to excessive compensation. Nevertheless, an abandonment of the long-established commission system would be most undesirable now for many reasons. Rather, it is important, if not urgent, that advertisers and agencies alike recognize the deficiencies of any rigid pricing formula, including the commission system, and allow for appropriate adjustments thereto.

■ It is my opinion that expert personal services must be evaluated on a flexible and subjective basis. If agencies desire to obtain the income to which they're entitled, they will devote the time and gain the experience necessary to evaluate their services, client by client, taking into consideration all the pertinent factors. Only a subjective determination of value can have lasting application. Reliance upon simple formulas, which by their very nature must be rigid, will too often produce inequitable answers for the agency or the advertiser.

Prominent among the suggestions which have been discussed is that the services of an advertising agency should be valued simply on the basis of the number of hours devoted to each client. Along with the recommendation that hourly rates be established for this purpose (2¼ to 2¾ times cost has been suggested) is the presentation of "ideal" hourly rates for each agency function that vary upward for larger agencies.

■ The hourly rate suggestion and other rigid methods for pricing agency services are justified by citing the practices of professionals in other fields. It is claimed that lawyers, accountants, engineers, management consultants and others figure their fees in terms of the time devoted to each assignment.

While time is usually one base upon which fees are set, it is seldom the only base. For example, a study of C.P.A. fee-setting practices based on a survey of 2,100 firms conducted by the American Institute of Certified Public Accountants showed that less than 25% of those reporting based their fees solely on the staff time devoted. It is a well known fact that lawyers consider many factors other than time in establishing their fees. The same is true with other professional groups.

Time Not Sole Factor

An advertiser can have little assurance of a fair and reasonable total charge if the amount of time his agency devotes to his problems is the sole factor for determining all charges. What has the rate per hour to do with an over-all competitive price of services rendered? In many instances an *equitable* price for these expert services may well exceed an amount computed on the basis of the time devoted at fixed hourly rates.

To be competitive under a set of rules that is based on hourly billing rates, each agency would have to conceive and operate its plans in the same time as its competitors. This should make little sense to serious advertisers and agencies alike. It is unthinkable that a client who seeks consultation and skill, as well as expert supervision and direction over the programs devised, would choose an agency simply because low or competitive hourly rates are charged.

It is possible that an hourly rate-charging practice would apply if the agency serves as a supplier to a customer who dictates the strategy and furnishes the creative talent. But I would not like to believe that this is the direction advertising agencies must take to succeed.

■ The yardstick agencies should establish for themselves ought to be excellence of professional skill. All prospective clients seek this above all. The market can stand upgrading no matter what the level already attained. If any rigid pricing method is taken seriously, agencies would be taking a step backward and advertisers would go elsewhere for the experts.

It is a fact that no single advertising agency compares exactly with another in its goals, experience, special skills, the life styles of its personnel, etc. A great majority of advertising agencies today serve in the capacity of professional consultants on complex marketing and advertising problems. They are the experts in their field. The variance in client assignments handled, the types of skills used, the degrees of responsibility taken and the results to be attained, are intangible factors not subject to slide-rule pricing methods.

The financial managers of a professional type advertising agency can evaluate the services rendered successfully just as surely as the experts in their own agency can decipher the intangibles of advertising and marketing problems for clients.

Why Flexibility Is Needed

The following circumstances surrounding the services of an advertising agency demand a flexible evaluation process —a laissez faire arrangement, if that term is preferred:

• **1.** Agencies generally perform two basic services with respect to each client—(a) the planning or conception of the program designed to solve the problems submitted, and (b) the operational services involving supervision and direction over the plan adopted.

• **2.** Agency-client relationships have a limited life—generally shorter than professional-client relationships in other fields.

• **3.** A rigid method for evaluating creative services is a real gamble to agency and advertiser alike.

There have been suggestions lately that hourly rates be used as the basis for determining advertising agency fees in the growing number of instances in which traditional commissions do not or may not provide adequate agency compensation. Here one accountant who specializes in advertising agency work argues strongly against the hourly-rate concept, maintaining that flexibility in compensating advertising agencies on the basis of their skills and the importance of the tasks they perform, rather than the amount of time they require to perform them, is essential.

The Two Areas of Service

The services of a majority of advertising firms properly include two very distinct areas with respect to each advertiser represented. Area No. 1 encompasses the "architectural" or planning phases and Area No. 2 involves the operational phases. The significance of the first area has all too often been overlooked, and accordingly, a separate value therefor has been disregarded. *It is for the experience, skill and ability required in Area No. 1 that the client comes to the advertising firm in the first place.*

This part of the services may not be time-consuming when compared with that devoted throughout the year to carrying out the plan. Yet, the proficiency required for this phase is the valuable contribution that may successfully influence a client's marketing and advertising approach for many years thereafter. New markets may be uncovered, new products recommended, new uses for existing products discovered or an endless variety of other benefits *for the client* may often be the results of the problem-solving and planning stage. Accordingly, an appropriate amount of compensation for drafting the plan cannot be determined by simply considering and pricing the services involved in supervising and directing the operations prescribed by the plan.

■ Rigid methods of valuing the total services of advertising firms only give consideration to the operational services. The more experienced advertising experts will develop a successful program in less time than others less capable. Actually, the value of Area No. 1 services should, in many instances, be determined in an *inverse proportion to the time devoted*. Advertising clients are not interested in simply buying the time of advertising agencies when it comes to this major part of the services. On the other hand, a customer seeking a supplier may well have this aim. The flexible approach to pricing the services here discussed is not intended for the supplier-customer type of relationship.

Finally, those who develop the blueprint will operate the program most efficiently. For the truly professional type advertising firm, even the time consuming portion of the total service rendered (Area No. 2) would best be priced on an individual basis, with the freedom necessary to consider all attendant factors. Efficiency should become the goal in an effort to realize deserved income—not the amount of time that can be devoted.

Agency-Client Relationships Have Limited Lives

Agency-advertiser relationships have a more limited life than those between other professionals and their clients. Yet, agency services often involve long-lasting contributions to the marketing progress of advertisers served. The services rendered by agencies often result in *permanently increased sales and profits* for the client.

The pricing of each year's services rendered, solely on a time-devoted basis, is a most inapplicable method. I know of capable advertising men who devote years of their own time in developing principles of sound market planning that are later applied in special situations presented by future clients. When this accumulated skill is applied to the problem of a specific client, the value of such services can have a price only determinable by the practitioner on a subjective basis.

Often an agency-client relationship is terminated by the client for reasons that disregard the successful benefits derived. A continuing obligation is never assumed by an advertiser for the use of ideas obtained from the organization that is fired. Accordingly, the agency should not be tied to a minimum rigid pricing basis.

Rigid Method Means a Gamble for Both Sides

Other professionals have been able to establish their charges based upon all the factors involved in assignments undertaken, and this approach as yet hasn't priced the best of them out of the market. They have an awareness of competitive charges and approach the pricing of individual engagements with a reasonable and fair attitude. On the other hand, valuable clients do not place price above the quality demanded, for they know that the best results available are their chief goal.

Were advertisers to buy the types of services here considered on a price basis only, the gamble would be greater than that involved in a price basis selection of other professionals. The reasoning behind this statement is simply that large sums of money are at stake and only a minor portion of the total involved is provided for the cost of obtaining and supervising the plan adopted.

■ The net result to be realized from the expenditure of the total budget depends, or should depend, upon the skill of the advertising architects. Ineffectual advertising creativity and supervision may not only mean that the total budget for the year is sacrificed to some extent or another, but the results thereof may create a hurdle for future years' campaigns.

Accordingly, advertisers would be well advised to avoid stinting on the small part of the budget that pays for the talent of advertising experts. A more effective advertising program may often be obtained by appropriating a slightly larger amount for the expert talent required without increasing the total budget. The major portion of the budget intended for media and other costs, even though decreased in at least a like amount, should produce greater effectiveness if placed in the hands of those most capable.

The Requirement of a Flexible Evaluation Procedure

There is no magic formula for advertising agency financial managers to rely upon in establishing the value of services rendered to each client. However, there are guideposts that the capable financial manager must use in making his decisions. For practical reasons it is necessary to estimate the income his agency needs to perform the assignments undertaken. If charges over and above normal commissions are necessary, *post facto* decisions won't always do. Clients must be given some idea of extra charges if they are to be acceptable. Under certain circumstances, arrangements for an adjustment after the fact can be made, but advance limits should be known.

■ The following factors are essential to a successful and intelligent evaluation of the individual services rendered to each client:

• **1.** An accurate description of services to be rendered must be agreed to. With practice in this area, the conditions surrounding services the agency is to perform can be defined.

• **2.** An ability to create the appropriate climate between agency and client is required so as to permit a reasonable consideration of value and mutual respect for the contributions made by each toward a common goal.

• **3.** An experienced, yet indefinable knowledge of comparative values pertaining to the services the agency is able to perform under specific conditions is demanded. This is the vital area of responsibility which may well be compared with that encountered by other professionals in the pricing of their services.

• **4.** A simple, yet sound method of budgeting and cost accounting must be in effect for the purpose of:

A. Projecting the cost of staff time to be used.

B. Estimating out-of-pocket expenses and overhead to be incurred.

C. Comparing actual costs with projections. Experience with such comparisons permit greater accuracy in future projections.

■ Budgeting and cost accounting methods should be uncomplicated, reflecting the cost of staff time devoted and other identifiable expenditures as they pertain to each client. Figures so compiled permit sound interpretation for the purpose of determining a final value of the services rendered by giving consideration to the peculiarities of the problems presented, the experience and skill required, and results to be accomplished. It should be obvious that an equal rate of profit will not be earned with respect to each client. This is as it should be. Agencies do not sell mass produced services carrying a fixed rate of markup.

Client-by-client budgeting and cost accounting are to be used merely as tools for the experienced. It makes little difference whether the figures are developed by applying tentative billing rates per hour or whether the cost of staff time plus other expenses, identified or allocated, form the basis of the system used. In one case, the fixed income from regular commissions and the agency's own charges pertaining to each client, are compared with the tentative value of the services rendered based on predetermined hourly time rates. Experienced judgment is next required to determine the *real value* of the services rendered, by studying the variable factors and the detail of the staff time devoted. In the other instance, the fixed income is compared with the cost of serving each client and a tentative profit or loss is noted. On this basis, a determination of real value can likewise be made. Thus, it is not the system used that has real significance. Rather, it is claimed here that an individual evaluation of the skilled services involved be employed, whereunder all factors including the tentative values determined on a mathematical basis are recognized.

■ There is no less clerical work required if predetermined billing rates are computed, kept up to date and applied to the time accumulated with respect to each client or whether actual time cost rates are used. I recommend the use of actual time cost figures because greater accuracy can thereby be assured. The actual cost of staff time devoted is determined by simply allocating the compensation paid to each staff member among clients based on the time reported. Thus, if John Jones devotes 20% of his time to Client A, 30% to Client B, etc.—20% of his compensation will represent the time cost related to Client A, 30% related to Client B, etc. The accuracy of this method is assured because the aggregate of the time costs allocated to clients will equal the total payroll met by the agency. There is no controlling figure to rely upon if predetermined hourly billing rates are used.

■ It is recommended that client-by-client budgets or actual cost figures be compiled for year-to-date periods only. Interim income, costs and profits covering the month of June, for example, or the quarter ended June 30, are meaningless.

In summary, actual costs should be used as only one factor in the evaluating process just discussed. The figures obtained should be for internal use only and not as a selling tool. Advertisers have little interest in the financial management problems or bookkeeping methods of their agencies. #

The Creative Man's Corner . . .

Best Front Forward

This ad for the Sarong Criss-Cross bra appeared in an edition of the Sunday *New York Times* in which there was a special insert of a fashion section. In the special fashion section were a number of so-called chi-chi ads, including some advocating particular makes of bras.

We do not happen to be constructed as females are, and it is likely we do not think as females think. Nevertheless, we try as best we can—probably not always successfully—to put ourselves into other people's shoes. Or bras. And feeling, perhaps presumptuously, that we have succeeded, we say to ourselves, "Wouldn't this Sarong ad mean much more to us than all the ads that sound like free verse? Wouldn't the arrows that point out definite advantages of the Sarong Criss-Cross bra help us make up our mind on our next bra purchase better than all the soft-focus photos in four color that confront us?"

We think so. It is likely that a female dwells as deeply on the particular front on which she will conquer or be defeated as all the generals from Grant to Montgomery dwelt on the fronts on which their destiny was to be decided. And just as they, in the final analysis, had to decide practically, the females of the nation also decide practically. Is it comfortable? Will its straps bite into the shoulders? Will it bind? Will the back strap ride up—or whatever it does?

It can be argued that we are much too flat-chested to have an opinion about this or any other bra ad. We disagree. We think sales will bear us out that this Sarong ad, even telling where to buy the product, is bra advertising at its best.

Looking at Radio and Television . . .

Why Programming Progress Is Paralyzed

By the Eye and Ear Man

Despite all good intentions and resolutions, the television stations and networks are faced with an insoluble dilemma—how to please everybody. Over the years, programming has been developed according to public taste. Now, suddenly, that taste is sharply questioned. So how can a station or network program aggressively and yet meet criteria that require the public taste be upgraded?

Before analyzing the crazy world of 1960 television, it is important to dispose of the charge that the present programming decisions are based on fallacious research.

It is incredibly naive of legislators, educators, and well meaning critics to assume that the advertisers of America would invest $1,500,000,000 in a medium without bonafide research. Do any of these worthies think that Procter & Gamble, General Motors, Columbia Broadcasting System, J. Walter Thompson Co., or any of the great companies that specialize in evaluating the power of their vast advertising expenditures or programming circulation would accept any rating service without the most critical analysis?

Certainly there is no sentiment or conflict of interest in any of these compa-

How else can you reach an **All-Homemaker Circulation** of 1,000,000 in New York?

If your market is New York, *supermarket* your product in the new New York Metropolitan Editions of Family Circle and Woman's Day . . . available from 4-color pages down to one-sixth pages black and white . . . distributed in virtually every major New York area supermarket . . . and reaching *all* homemakers—the women who buy for a "family" of millions in the New York market.

FOR FULL INFORMATION on Family Circle's New York Metropolitan Edition, call Family Circle offices, or write Family Circle, 25 W. 45th St., New York 36, N. Y.

FAMILY CIRCLE IS ACTIVISM!

—the dynamic new concept of total magazine performance

NATIONALLY FAMILY CIRCLE AND WOMAN'S DAY NOW REACH 9,350,000 KNOWN SHOPPERS

nies. They merely look for facts and make their financial-program decisions on those facts. Let us therefore suggest that the questioners, who deserve an answer, save time and money by calling in the largest subscribers to television rating systems (particularly Nielsen) and get the facts quickly and impartially.

Now if those facts are accepted by the examiners, as well as readily available facts of the literacy, education and psychological attitudes of the general public, it will become apparent that the mass audience that television serves is not ready for better programs even if they are offered in prime time and can be qualitatively consistent. What then?

■ It is true that violence, action and least common denominator programming is appalling to intellectuals and leaders in communities. And yet, this very programming has brought joy to the heart of the sponsors' stockholders, as ABC with the most vigorous action of them all has forged ahead of NBC in nighttime ratings and, in some periods, threatens CBS's programming dominance.

Does this mean that NBC and CBS should soften because ABC has doggedly given the majority of viewers the action they crave?

There have been many advertisers stoutly crying for improved programs, and yet such obvious buys as the NBC-ABC-Presidential conventions and election coverage, with good circulation at low cost per thousand in a civic-minded environment, go begging. The complaining advertisers must reach maximum audience to pay off; their actions do not reflect their words.

This year many advertisers are taking a chance on situation comedies even though this represents a grave risk statistically. An imitation of "Father Knows Best" is more saleable than a good mystery or western. But the screams of anguish will be heard around the world if most of these "safe" programs fall by the wayside.

■ The mentor of many things in television, Pat Weaver, at one time ordered his producers to do one "good" thing on every NBC-produced program. He believed that culture could be introduced to a mass audience by insinuation and evolution. He was undoubtedly right, but this kind of program could not compete with action programs and was costly to produce. Perhaps this principle should be reviewed, since obviously something has to be done and this is one possible route.

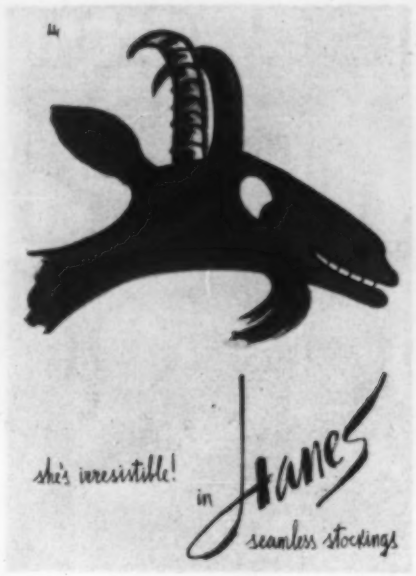
■ Everyone is philosophically in favor of better programs. Violence may be a factor in a rising crime wave and certainly it needs to be tempered. Action can be vivid without resorting to mayhem or obliquely instructing potential criminals in the new techniques of brutality and crime. But television is a long way from the lecture platform. The classroom can come to the home only in a limited way.

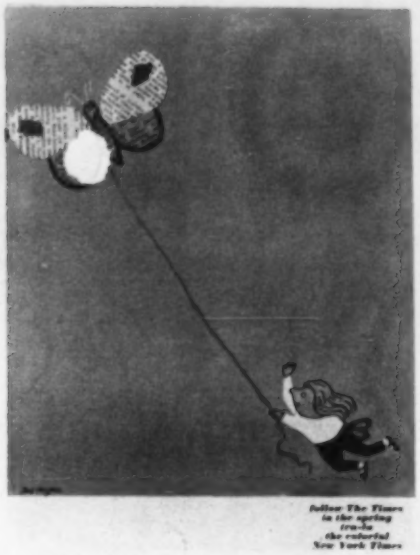
All an educator, legislator or public-minded critic has to do is to leave his sheltered life and associates and take a walk or a bus ride or a subway ride into the heart of Washington or New York and observe the people—in New York City alone there are hundreds of thousands of newcomers who are not yet at home with the English language. In the slum section of any city, there are plenty of people not far removed from illiteracy and still struggling with poverty.

These people are concerned with escape via television from their drab life and environment. They cannot be compelled to be educated or enlightened except when forced by law to attend schools. Yet all these people buy products and they must be reached to be sold. Action is the least common denominator between them and the commercial.

■ Rapid progress is being made toward a better educated audience for television. In another generation programming can be upgraded sharply. Until then having a magic legislative wand will not produce an intelligent audience voluntarily tuned to better programs.

In fact, that legislative wand can only damage a 10-year-old industry that has made miraculous strides in a very short time while operating with a minimum of censorship under the ancient free enterprise system of letting the public determine policy. #





for salesense in advertising is again supported by Admiral advertising. The new format we have been following for the past two years has resulted in Starch readership ratings that are double those of our nearest competitor and four times better than the industry as a whole. *Admiral advertising gives the facts.*"

Shown here, for the amusement and entertainment of my New York critic, are three ads that demonstrate how far apart we "experts" are in our thinking. I am particularly thunderstruck by the *New York Times* page: "Follow The Times in the spring tra-la the colorful New York Times." A bit giddy for "The Old Gray Lady of Times Square." As for the billy goat and the doves—well, words fail me. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Art Director

Now gaze in amazement on a
Most commercial prima donna.
The words he speaks are all of ART,
But heart and mind smack of the mart.
Whistler's mother eating beans
Keeps coins jangling in his jeans.

Salesense in Advertising . . .

Admiral Advertising Gives the Facts

By James D. Woolf
Creative Consultant

A New York advertising man writes me in part as follows: "I cannnot understand your constant defense of stodgy, uninspired, unimaginative advertising. I don't agree with you when you say that ads should be sensible, serious, dignified, and written wholly in terms of the reader's self-interest. Haven't you yet learned that the bored and weary consumer likes advertising that is amusing and entertaining? Nowadays the competition for attention and reading within the pages of magazines and newspapers, or on the air, is fierce—fierce both in the editorial and advertising sections. This is no time for stuffiness."

James D. Woolf

I have never defended stodginess in advertising. I simply say that advertising should be sensible and informative, and not written on the assumption that the consumer is a half-witted moron.

■ Shown here is an Admiral page that illustrates my conception of an effective advertisement. It is completely factual and sensible and uses no left-field gimmicks. It isn't "cute" and it isn't "clever," and it won't amuse and entertain the reader. Hence my New York critic, I gather, would condemn this ad as being stodgy and unlikely to be read.

If so, he would be wrong. I have this information in a letter from Jim Sweeney, Henri, Hurst & McDonald vp: "I thought you would like to know that your crusade

Tips for the Production Man . . .

Ideas Noted in Passing

By Kenneth B. Butler

MONEY—My facts were correct but my assumption was not. In a recent column (AA, April 4) I pointed out that it is not now necessary to procure specific approval of the Treasury Department when you wish to illustrate paper money, checks or bonds or other U. S. securities in print for educational, historical, or newsworthy purposes. I added an interpretation of my own, "which we take to include sales messages" and the Treasury Department has quickly pierced this daydream by pointing out another paragraph in the ruling. It specifically prohibits such illustrations being used in "advertising" and, of course, we must agree that sales messages fall within that category even though the use of them might marginally be educational. The only advertising in which you can use pictures of paper money is numismatic advertising. I am sorry and hasten to correct the mistaken assumption.

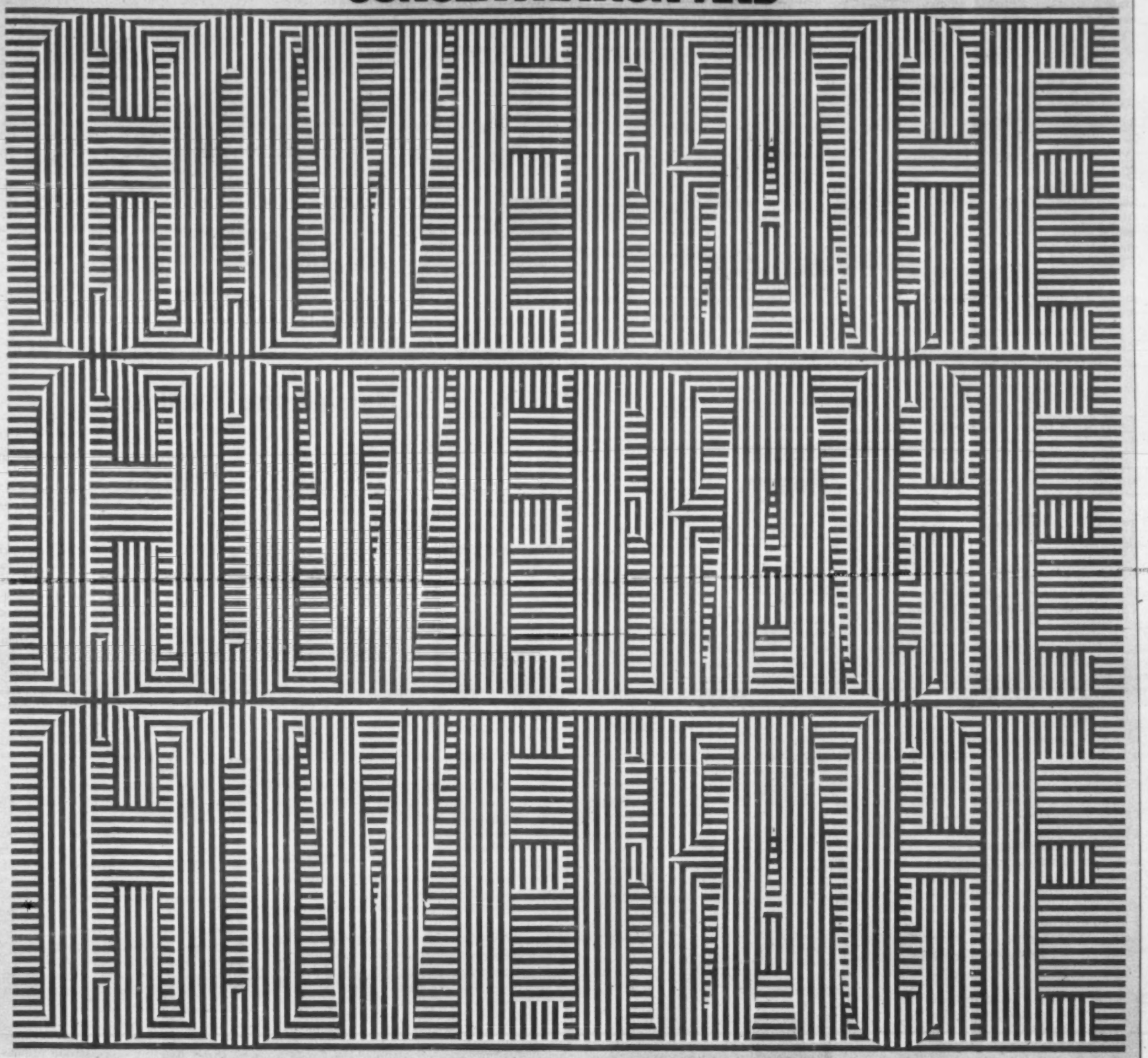
* * *

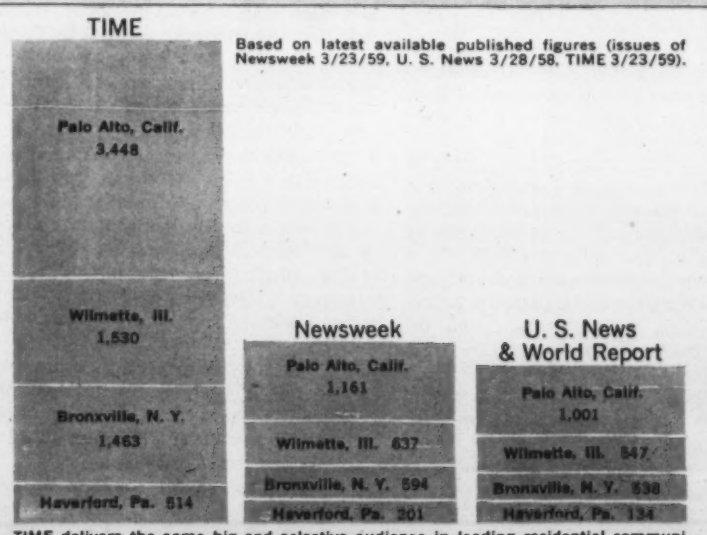
COPY CASTER—A compact new copy caster in the form of a flexible vinyl ruler and known as the Lenart Copy Caster has been placed on the market. This device has the advantage of being handy, and, like the new cars, "compact." The need for a separate book has been eliminated. The device is intended only for body faces and frankly it is in this area that 90% of the need for a copy caster is required. The ruler is sold at $2.50, by Charles Lenart, 2738 N. Dayton, Chicago 14.

* * *

GRAPHIC ARTS IDEAS—A recent issue of "Lee Dimensions," a graphic arts presentation issued from time to time by the Lee Paper Co., Vicksburg, Mich., carries an index listing subjects pre-

CONCENTRATION AND





Based on latest available published figures (issues of Newsweek 3/23/59, U. S. News 3/28/58, TIME 3/23/59).

TIME delivers the same big and selective audience in leading residential communities such as these, all across the U. S.: Great Neck, New York • Oswego, Oregon Atherton, California • Morristown, New Jersey • Laguna Beach, California • Chappaqua, New York • Short Hills, New Jersey • New Canaan, Connecticut • Concord, Massachusetts • Chestnut Hill, Pennsylvania • San Mateo, California

Concentration: directing an advertising message to the people who are most likely — and most able — to buy what you sell. ■ Coverage: reaching them in significant numbers. Reaching the most of your market — not just a part of it. ■ Another way to put it is "size and selectivity" or "quality and quantity." Still another is "TIME." ■ For TIME is unique in combining the advantages of proven selectivity with the nationwide reach of a 10,000,000 audience. What's more, by whatever scale you measure people — the higher you go the more you find TIME. Education, intelligence, income, business success, community influence . . . TIME concentrates at the top. ■ For instance: in 166 of America's leading residential suburbs, where the business and professional families live, TIME delivers a greater percentage of its circulation than does any other magazine of more than a half million circulation. ■ This is TIME's uniqueness: your most direct route to your best customers and prospects. Concentration and coverage where it counts.

THAT'S

TIME

sented in all previous issues. A scanning of this listing indicates a diversity of discussions about a lot of things in the graphic arts in addition to paper. This alert little publication is inspiring, design-wise, and something you may want to receive.

* * *

COLOR INDICATION—I have been asked for a review of the most common methods of indicating color separation to the printer. There are three:

1. Layout prepared by an artist and drawn in the colors to be used. This is satisfactory for ads, small printing items, and in cases where copy is carefully fitted to the space allocated. Printer then makes up the material and first proofs show color separation.

2. Use of a tissue overlay. Marking with color pencil on the overlay can indicate the areas to be transposed to the color form. Black need not be designated.

3. Markup on the pasted dummy itself. Type areas to be run in color can be circled and "color" marked in the margin. Engraver's proofs if proofed in color can be pasted down. If proofs of illustrations are in black only, color marking in margin will suffice. Headlines and other display type should be lettered in, using colored pencil if they are intended to be run in color. Same for any printer's borders or boxes.

It is seldom practical to have the page made up in black and later separated for color. This method is usually more costly.

Copy prepared for printing by offset usually is indicated for color on a tissue overlay. Often, reproduction type for color is actually pasted in position on an acetate overlay. In such cases the pasted proofs would be in black, even though intended to print in color.

* * *

COLOR COMBINATION—Another interesting color combination, this time in a sales letter on color notes and trends issued by Allied Paper Corp., Kalamazoo, Mich. They used blue and red ink, on blue stock. Body of text, in typewriter type, was printed in blue, the headings in red. #

Learning from the Retail Ads . . .

'You Pay Your Money, and You Take Your Choice' Ads

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here are two ads representing two schools of thought. Both are for savings and loan associations. Both are from the South.

At the left is the representative of the coy, roundabout, irrelevant school. At the right is the representative of the service-rendering, forthright, relevant school of advertising creation.

Obviously, the perpetrators of the first ad are of the opinion that people who should be concerned with this savings and loan association's move and name change, are actually more interested in brides than in this savings and loan association's name change and move.

Therefore, to gain the attention of possible reading prospects for the association you run a picture of a bride. You trick or seduce these people into reading, you might say (if your bridal assumption is right).

■ Almost all young advertising people attempt to be creative, hence they are apt to be circuitous, and use irrelevant and immaterial approaches. If they do not assiduously study advertising—if they do not read "the books"—if they ignore research—if they continue to play by ear—they never mature intellectually in advertising, and they continue to do weak ads. And they remain "young advertising people" in the sense of unseasoned immaturity, no matter how aged they become.

At the right, the association gets a run for its money. This ad makes a selling attempt—one of a series.

It was written, obviously, by someone who has done a little soul and sales searching, and believes an advertiser is entitled to some selling influence for the money he spends, instead of to a creative exercise.

* * *

An immature boy between the ages of 19 and 90 recently pointed out in a letter to the editor of AA, that my "stereotyped views" are wrong, and that "readers' habits aren't so strong that every layout (or ad) has to be done in the same elementary way."

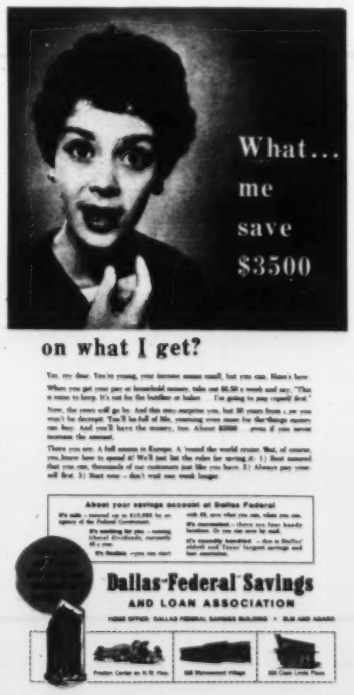
On the contrary, the more I learn about advertising, the more certain I become that every layout and ad *must* be done in the same elementary way. That *way* is for purposes of most effective communication.

God makes all women in the same elementary way, and all on a framework of 206 bones, each of which is hooked up in a certain way and has its own unique designation. But His capacity to vary women endlessly and gloriously, despite the formula, is wondrous to behold.

■ The good layout artist or art director or ad creator never gets himself and extraneous ideas and elements between the reader and the advertiser's purpose. Every idea, every element in an ad, every layout, works for one elementary end and in the most elementary way possible—to communicate, lucidly, quickly, as effectively as possible. The competent art director knows this, and while he creates every layout in this elementary way—for purposes of most effective communication—he does so with an infinite latitude for acceptable, even striking and delightful, variety.

■ I can choose among a dozen variations of routes between Stanford Campus and my home in Los Altos Hills. I can go the fast freeway, the busy level highway, one of several curvy delightful hill routes, or a mountain road. The variation in mileage is insignificant. They all go toward my destination.

But if I strike off north or across the Bay, forgetting my destination, I won't reach my destination. The good ad has a goal, a destination, and it gets there. Good artists and creative people know they are *not* paid to conceal the story an ad is bought to reveal. #



On the Merchandising Front . . .

Merchandise Jungles

By E. B. Weiss

A shopper recently reported looking for a certain cosmetic brand in a modern self-service type drug chain outlet. She knew the fixture in which this cosmetic brand is displayed. Yet, she had to walk around the cosmetic counter *twice* before she could spot it!

E. B. Weiss

Remember—she was looking for this brand; she had a clear mental picture of the specific fixture. *Yet she walked* right by it her first trip around.

The reason? The fixture was so hidden by other merchandise that it was almost buried from sight.

We have a good deal of jungle merchandising. This frenzied merchandising is pretty well known. But the current merchandise jungle is another matter—and not equally well known.

■ In some food supers the shopper is greeted with a "bedlam" of merchandise on open display. The eye is constantly distracted; the mind is bewildered. There is neither a visual resting point nor an interrupting note. It is one grand shout.

In some department stores, brands are so numerous in some classifications, and assortments so gigantic, that the shopper gets into a hopeless, bewildered frame of mind. (This isn't helped by salespeople who know too little about the respective merits of the various brands, models, etc.)

■ It used to be said, back in the days of glass-counter fixturing, that the competent salesperson never showed more than *three* models or price lines at one time. This was almost a universal rule of floor selling—and it was a sound rule. It still is. It focused the shopper's attention on a maximum of three buying potentialities, which avoids shopper confusion due to being shown too much at one time.

But in modern self-service and self-selection open display, the shopper is being shown four, six, sometimes a dozen or more price lines, models, etc. Is this too much of a good thing?

Can *too much* merchandise, especially with respect to brand duplication and model multiplicity, be shown to the point where the shopper finds it increasingly *difficult* to make up her mind?

■ Is some open display of merchandise showing so much variety that the shopper is given not a variety of reasons for *buying* but a variety of reasons for *delaying* a buying decision?

And are these questions especially pertinent when we bear in mind the absence or paucity of salespeople in self-service and self-selection retailing and the continuing decline in the selling abilities of present-day floor personnel?

Consider these additional questions with respect to the fundamentals of modern shopping:

1. The shopper is faced with open displays of brands, etc., that tend to be quite similar. (Merchandise is becoming increasingly similar.) It would be difficult to make a decision if there were major and obvious differences in merchandise. But doesn't it stand to reason that enormous displays of *similar* merchandise simply pile confusion on top of confusion?

2. The shopper is compelled, for a variety of reasons, to shop faster; ever faster. Can she shop faster when faced with gigantic open displays of duplicated merchandise; duplicated models, sizes, etc.; duplicated price lines?

3. The shopper shops more impulsively, for an ever-growing list of merchandise classifications. But isn't the impulsiveness of the shopper watered down when too much merchandise on display makes it difficult for her to make a buying decision?

4. The shopper tends to buy one known brand or another in many merchandise classifications. When one brand was truly dominant, its display alongside of competing brands didn't confuse the shopper particularly. But now that so many merchandise classifications are populated with three, five and more *strong* brands—and none with *striking* points of superiority—isn't the shopping fluidity that should come with willingness to take one known brand or another dammed up by the open display of *too many* known brands?

■ The open display of merchandise, aided and abetted by new fixtures that make it possible to show as much as 40% more merchandise in the same square footage as previously, has unquestionably worked selling magic. But this procedure—like any business procedure—has an optimum point; a point of maximum return; *a point of diminishing returns.*

That point of diminishing returns with respect to the open display of merchandise has been passed by some mass outlets and is being rapidly approached by many other mass outlets.

This is not to argue for a return to glass showcases; for a return to merchandise displays involving a slash of from 25% to 40% on the merchandise openly displayed. Not at all.

But the logic of the situation suggests

From "MARK TWAIN," in the May 10, 1960, LOOK

"That world which I knew in its blossoming youth
is old and bowed and melancholy now;
its soft cheeks are leathery and wrinkled,
the fire is gone out of its eyes."
So wrote Mark Twain in 1882 when,
at the age of 47, he went back to Hannibal—
to the town of his childhood.
Savor again the warmth and the wonder
of "the Lincoln of our literature"... in the
current LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

that the moment has probably arrived when it would profit many mass retailers to re-assay their utilization of the basic concept of open display of merchandise. And in doing this, it would appear to be important for retail executives to consult not their own preferences and prejudices and not to make decisions based on opinion, but rather to *study the shopper.*

Moreover, in studying the shopper, it would be highly advisable to avoid asking for the shopper's opinions. Her opinions are likely to be no more reliable than the opinions of store personnel.

This calls for a modern study of what the shopper does or does not do—*right in the store;* right in front of the huge merchandise displays. It calls for controlled observation by trained research personnel.

■ How many customers walk up to certain merchandise displays, look, and then walk away without even picking up a single item?

How many customers walk up to certain merchandise displays, pick up one item, put it down, and walk away without making a purchase? How many pick up two items; three items; four items—and walk away without making a purchase?

Let's put it this way: Most mass retailers are very much concerned with "walk-outs": the customers who come in and then walk out without having made a single purchase. But, if anything, considerably more important to most mass retailers is the shopper who might be called the "*walk away*" customer. She *walks away* from too many merchandise displays, in front of which she has momentarily, or even longer, planted herself. She represents a huge loss in potential volume; she is responsible for the failure of the average sales ticket to keep pace with the increase in inventory by merchandise category.

■ It has been said in retailing for years that in *some* stores only half the customers who enter make a purchase and, of these, only half buy nearly as much as they either set out to buy or are prepared to buy. Presumably, the open display of merchandise has tended to make these figures more palatable to mass retailers and, indeed, this is unquestionably so.

But now, here and there, it is not unlikely that excessive displays of duplicated merchandise brands, models, price lines, etc., are bringing back the very condition that open display sought to eliminate. And these perplexing, confusing displays of enormous varieties of merchandise may even be resulting in more harm to the average sale than was true of the old-fashioned glass showcase.

Even in an age of leisurely shopping, merchandise displays made ponderous by excessive duplications in brands, etc., would deter the shopper.

In this age of breakneck shopping, this type of merchandise display works contrary to the inclinations, habits, preferences, and requirements of the shopper.

Too much duplicated merchandise out on open display can be at least as destructive of volume as too little.

The misery of choice offered shoppers by a jungle of merchandise is at least one cause of miserable average tickets and miserable sales per square foot. Some manufacturers could study this situation and come up with figures that might win better inventories, better display. #

Employe Communications . . .

Courses in Politics Prove Popular

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

According to the records of the U. S. Chamber of Commerce a few weeks ago, more than 50,000 people—principally in business and industry—have participated in upwards of 3,000 groups taking the chamber's "action course in practical politics." Walter Petravage, of the chamber's business relations department, figures the total is low because the chamber, obviously enough, can't keep its finger on all the political activity it has generated.

The National Assn. of Manufacturers, of course, offers a course in practical politics also, and there are literally hundreds of local study groups around the country that will certainly boost the total number of participants into the hundreds of thousands. To the surprise of most people in management echelons, the study of politics seems to fascinate a large segment of company employes who never appeared to give a hoot before. This, according to observers, is the mid-management, white collar group.

■ The chamber cites a few case histories of the new converts to political action, and this is typical of what seems to be taking place in industry all over the country: An assistant to a department head at Boeing in Wichita, Kan., completed the political action course, became a fund collector for his party, then a member of the advisory board and policy committee for the county organization. He and an associate set up a special course used in training precinct committeemen, and conducted several sessions himself. He was recently made chairman of the largest ward in his city.

A salesman for Bemis Bro. Bag Co., Denver, was encouraged by his employer to become active in politics. He took the chamber course, and is now a city councilman in nearby Littleton. An Armstrong Cork Co. research scientist started off as a block worker in Lancaster, Pa., and was one of the group that helped get 764 out of 955 eligibles in his precinct to vote in the last election.

■ Many companies, of course, are setting up their own local political programs. They are non-partisan, and their clear purpose is to get people vote-conscious and issue-conscious. At Worthington Corp. in Buffalo, two employes active in local political work—one a Republican, the other a Democrat—paired to arrange a course for plant employes. The volunteer students were obliged to do more than listen to a recital of political techniques; they had to cover actual assignments, such as preparing subject outlines, arranging for local politicos to speak to the group, etc.

In quite a few supervisory meetings around the country, political views are getting into the conversation. An industrial relations manager recently reported that, once the official plant business concerning production, safety and discipline is out of the way, the supervisory group kicks around the political issues.

The poll watchers in November *may* see some new faces, and there may be some evidence that a well-informed electorate is building behind the plant gates of America. How big it is, and how influential it may become is anyone's guess. #

From an Art Director's Viewpoint . . .

Systems Are Silly

By Andy Armstrong

Last week I heard disturbing news about a talented young art director whose work I've admired for several years. He has a new job now, but before he got it he had been under the spell of a highly articulate agency head, a copywriter whose intellectualized art notions compelled him to deliver a gospel on advertising layout. My young friend sat at the master's feet and got frozen stiff. He's just beginning to thaw out.

Andy Armstrong

The master has worked out a point system for rating layouts. If the picture is anywhere but above the text—so many points off. If the picture is not rectangular or square—so many points off. If the picture is not a photograph—well, you've heard the routine; it's too tiresome to repeat here. Or anywhere. If you buy the system, only one arrangement for all ads is any good—and the outcome can be predicted by every art director in the business. Every ad policed by that copywriter will look as if it came off the same assembly line. All an art director can do for him is buy a new photograph to drop into the same old space.

■ Of course my friend will survive the brainwashing and come to his senses in a month or so. He can ease himself through the withdrawal period by thumbing carefully through current magazines. He will find plenty of ads that work just fine with copy at the top and pictures below, or with outlined illustrations, even watercolor art, seemingly tossed into white space without benefit of calipers. Such ads may pull a zero on the system that pummeled my friend, but they are interrupting and inviting, readable and strong. Like Chevrolet's page here, with copy above and square-cut picture below. And Wesson's, whose every word is printed *on* the picture. And Hunt's, whose still-life has no corners. And Life Savers', sporting a painted cartoon.

My young friend—if you are reading this column—these four examples certainly are not meant to constitute a full rebuttal of the master's scoring methods. Four are not enough, and these four are by no means the absolute best. You can collect dozens of ads that escape the sameness, the lack of invention you are struggling to get away from. They will help you remember what you used to *know*—that there is no formula for layout nor for art technique. There will always be a demand, and a satisfaction, for the guy who can break the stereotype. #

A Prayer... A Promise...
and

250,000 SPONTANEOUS READER RESPONSES

Over a quarter of a million unsolicited donations, telegrams, phone calls, letters to one heart-warming story in The American Weekly.

The true rating of a magazine's power is measured by

its ability to strike deep into its readers' hearts...
its ability to create active response.

The following story testifies to the emotional power of The American Weekly. This same power creates a sales climate that enhances any product advertised to 10,000,000 American Weekly families.

A promise the famous comedian made to the Patron Saint of the Hopeless twenty years ago has become the driving force of his life—

Danny Thomas and St. Jude

The story begins . . . 20 years ago when a down-on-his-luck, unknown night club performer, Danny Thomas, walked into a Detroit church. To the Patron Saint of the Hopeless, St. Jude, he prayed, "Help me find my place in life and I will build you a shrine."

Danny Thomas, together with a group of friends, organized ALSAC (Aiding Leukemia Stricken American Children). Giving freely of his time and energies . . . Danny finally fulfilled his promise by raising over one and a half million dollars for construction of St. Jude's hospital in Memphis.

The story continues . . . when *The American Weekly* published, on January 31, 1960, its own report on Danny and ALSAC. This work had been described before by other publications. *But here was a different story.* Warm and sympathetic like all American Weekly human interest features, it reached deep into the minds and hearts of *American Weekly* readers.

Only one sentence revealed Danny's new problem—raising the million dollars per year which St. Jude's will need for maintenance and research. *There was no direct appeal for funds, nor was any ALSAC address furnished.*

The story gains unprecedented response... as readers quickly sought out local and national headquarters. ALSAC officials, including President Danny Thomas, termed the response "immediate and tremendous."

One month later, Michael F. Tamer, National Executive Director of ALSAC wrote: "... *total response generated by The American Weekly article has passed the 250,000 mark. We cannot help but believe this is an indication of the warm and wonderful regard your readers have for The American Weekly. You helped open their hearts for our cause, and the results speak for themselves.*"

The American Weekly

SELL THE MOST...FOR THE LEAST...WHERE THE MOST IS SOLD

The American Weekly is distributed by these fine newspapers: Albany Times-Union • Baltimore American • Boston Advertiser • Buffalo Courier-Express Chicago's American • Charlotte News • Cincinnati Enquirer • Cleveland Plain Dealer • Columbia, S. C., State • Corpus Christi Caller-Times Dallas Times Herald • Denver Rocky Mountain News • Detroit Times • El Paso Times • Fort Lauderdale News • Ft. Wayne News Sentinel Houston Chronicle • Huntington, W. Va., Herald-Advertiser • Los Angeles Examiner • Milwaukee Sentinel • New Orleans Times-Picayune New York Journal-American • Palm Beach Post-Times • Philadelphia Bulletin • Pittsburgh Sun-Telegraph • Portland Oregonian • St. Louis Globe-Democrat St. Paul Pioneer Press • San Antonio Light • San Diego Tribune • San Francisco Examiner • Seattle Post-Intelligencer • Syracuse Herald-American Washington Post • Wichita Beacon

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Military rules and regulations are frequently good for a chuckle merely from the point of their being consistent by their inconsistency. Here's what we mean: out at a California Army Post, a clerk was given a document, affixed his initials, and passed it on to the higher-ups. Forthwith, the document comes back with a note reading — "This document does not concern you. You will please erase your initials and initial the erasure." Old soldiers never die, they just grow old before their time.

Many advertisers grow old before their time, worrying about sales tests on their products. On the other hand, a growing number of food and drug product manufacturers keep young and healthy by relying on BURGOYNE to handle all product sales testing . . . by having the BURGOYNE organization worry about digging out the necessary sales facts quickly, accurately, and completely.

* * * *

Now that we've mentioned it, why shouldn't these firms rely on BURGOYNE to deliver the facts as promised? After all, the BURGOYNE organization was founded to do a better, more complete job on retail sales studies at the test city level, and our success is evidenced not only by continued fast growth, but also by the loyalty of the large number of advertisers who do keep coming back to BURGOYNE for sales test after sales test.

* * * *

We'll be happy to show you what BURGOYNE Retail Sales Studies can do for your product. Write or phone, and give us the opportunity to arrange an interview with you at your convenience.

Burgoyne GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Information for Advertisers

Moloney, Regan & Schmitt has published the second edition of its "Newspaper Cost Indicator," a pocket guide to general newspaper costs in the top 100 standard metropolitan statistical areas. Copies of the guide are available from Moloney, Regan & Schmitt, 261 Madison Ave., New York City.

• "Selling to the Petroleum Industry," a 140-page booklet outlining lists to the drilling, production, pipe line, refining and field processing branches of the petroleum industry has been published by the **Oil & Gas Journal.** Copies are available from the direct-by-mail division, *Oil & Gas Journal,* P.O. Box 1260, Tulsa.

• A booklet describing and illustrating various sound recording procedures offered by the **Recorded Publications Laboratories** may be obtained by writing on company letterhead to Recorded Publications Laboratories, 1558-70 Pierce Ave., Camden 5, N. J.

• A new and revised edition of "Testing: The Scientific Approach to Direct Mail," has been published by the **Direct Mail Advertising Assn.** The booklet discusses various aspects of list samplings and test mailings. Copies, priced at $5 each, or at $2.50 per copy for members of DMAA, are available from Direct Mail Advertising Assn., 3 E. 57th St., New York 22.

• A readership study of the advertising and editorial content of the February issue of **National Live Stock Producer** is available from E. G. Chase, advertising manager, *National Live Stock Producer,* 139 N. Clark St., Chicago 2.

• "Radio Listening Among Independent Druggists & Grocers in the New York Market," a qualitative study giving data on the percentage of druggists owning radios, hours of listening and favorite programs types, is available from John Burt, director of advertising, publicity and promotion, **WPAT,** 60 E. 56th St., New York 22.

• "A Survey of Buying Plans Among Leading Independent Telephone Companies," covering planned expenditures for new construction, machinery and equipment in 1960, is available from Herman C. Sturm, director of advertising, **Nation's Business,** 711 Third Ave. at 44th St., New York 17.

• A 118-page census report of products, location and number of employes of U. S. manufacturing plants, has been published by **McGraw-Hill Publishing Co.** The book covers all plants having more than 100 employes and "in most of the important segments of industry," plants having more than 20. Statistics of plants and employes are listed by state and the number of plant employes by county are shown on maps. The report, priced at $25 per copy, is available from McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36, or from any of McGraw-Hill's regional offices.

• "Barriers to Creativity," a study conducted by Deutsch & Shea, has been published by **Industrial Relations News.** The 30-page booklet explores ways to recognize and overcome obstacles to the creative process confronting technical professionals. Copies of the study are available singly at $1.50 or in quantity at special rates from *Industrial Relations News,* 230 W. 41st St., New York 36.

• **Switzer Bros.,** 4732 St. Clair Ave., Cleveland 3, has available color guides and technical bulletins on its complete line of its one-impression Day-Glo gravure inks.

• "Delaware Valley Shopping Centers," a descriptive analysis of 284 shopping and business centers in the Philadelphia area, catalogued by size, location and type, has been published by the **Philadelphia Inquirer.** The analysis includes data on tenant stores and services, opening dates, parking, business hours, and sources of shopper traffic. The analysis, priced at $5 per copy to non-advertisers, is available at no cost to advertisers from the *Inquirer,* 400 N. Broad St., Philadelphia 1.

• A market data guide, published by **WCCO,** Minneapolis-St. Paul, gives information on 16 categories for the station's 114-county basic service area and its 199-county total service area, including population, effective buying income, total farm income, total retail sales, food sales, automotive sales and general merchandise sales. Copies are available from WCCO, 625 2nd Ave., S. Minneapolis 2.

• "Magazines in the Classroom," a 32-page report on how magazines are being used in schools, has been published by the joint committee of the **National Education Assn.** and the **Magazine Publishers Assn.** Priced at 40¢ per copy or 20¢ per copy for bulk orders (25 or more), the booklet is available from Robert E. Kenyon Jr., president, Magazine Publishers Assn., Magazine Center, 444 Madison Ave., New York 22.

• "The Toughest Job in the World," a 12-page booklet outlining the demands of the Presidency and relating how the nation's 34 chief executives have met these demands, has been published by **Alumni Publications.** Additional information is available from Alumni Publications, 10 Columbus Circle, New York 19.

• A new roster of its complete membership has been published by **Mail Advertising Service Assn. International.** Included in the roster are names and addresses of all members, more than 1,000 direct mail shops, list houses, and a complete key to all member services, plus telephone numbers. It may be obtained from Max Lloyd, secretary, Mail Advertising Service Assn. International, 18120 James Couzens Hwy., Detroit 35.

• **WCGO** has published a market data guide on its coverage area, including information on total population, total spendable income, total retail sales, total farm population and total farm income. Additional information is available from Anthony D'Amico, sales manager, WCGO, 119 Olympia Plaza, Chicago Heights, Ill.

• An independent readership survey covering 20 major South African daily and weekly newspapers and 12 major weekly and monthly magazines (English and Afrikaans) has been completed by **AFAMAL Transvaal Ltd.** Scheduled for printing shortly, the study, priced at $7 per copy, will be available from Esmee Gullacksen, public relations division, AFAMAL Transvaal Ltd., African Guarantee Bldg., 69 Commissioner St., Johannesburg. #

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

EXPANDED OUTDOOR DRIVE—*Kaiser Aluminum & Chemical, Oakland, Cal., and the National Assn. of Home Builders, Washington, is using this outdoor bulletin in "key home building centers" nationally this spring to promote "better values from professional builders" and plug aluminum building materials. The outdoor campaign is three times the size of 1959 drive. Young & Rubicam, San Francisco, is the agency.*

Gottlieb Heads Flamingo; C. P. Jaeger Promoted

Ira Gottlieb, formerly exec vp of Flamingo Films, New York, has been named president of the television distribution company. Mr. Gottlieb succeeds Herman Rush, who resigned to devote more time to creative activities in the entertainment industry, including motion picture production. C. P. (Pete) Jaeger, former vp in charge of sales, has been named exec vp.

Samuel F. Rubin, vp of Buckeye Corp., was named chairman of Flamingo's board. Flamingo has been a subsidiary of Buckeye for a year. Flamingo, which was a pioneer in the distribution of foreign films to television, now includes in its catalog "Nutty Squirrels" cartoons produced by Transfilm-Wylde, also associated with Buckeye.

Ceco Steel Names Perrin-Paus

Ceco Steel Products Corp., Chicago, has appointed Perrin-Paus Co., Chicago, to handle advertising for its merchant trade division, which includes such products as steel buildings and roofing and grain bins. Ads for the merchant trade unit are scheduled this year in regional editions of major farm magazines, state farm papers, *Wall St. Journal* and tv spots in selected markets. The former agency is Charles O. Puffer Co., Chicago, which will continue to handle the rest of Ceco advertising.

Freeman Names McCredie

Freeman Shoe Corp., Beloit, Wis., has appointed Quintin E. McCredie art and layout director and Jean Johnson copy chief. Mr. McCredie was formerly art director and production manager of Mark Schreiber Advertising, Denver.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

BLUEPRINT FOR PRODUCT MARKETING

TEST IN FORT WAYNE

One of the Nation's 9 Most Frequently Used Test Markets

Fort Wayne leads all cities in the 200,000-299,999 population class in advertising and product tests, according to Sales Management.

Golden Zone . . . ½ a Million People With a Billion Dollars to Spend

Fort Wayne and its 15-county Golden Zone market has a population of 610,400. Effective buying income for the area is $1,185,747,000 and retail sales total $724,825,000.

WRITE FOR FREE MARKET STUDY

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Royal Crown to Market Bev-Rich Fruit Drink Powder

COLUMBUS, GA., April 26—Royal Crown Cola Co. is introducing a new instant powdered drink, Bev-Rich, in 14 southern markets and has named an Atlanta agency to handle the business.

Liller, Neal, Battle & Lindsey will introduce Bev-Rich via newspapers, outdoor and business papers. Royal Crown's regular agency is D'Arcy Advertising Co. Liller, Neal's Richmond office has been handling the Royal Crown bottler there.

Bev-Rich is being marketed by a new Royal Crown subsidiary, Bev-Rich Co. It is a vitamin-enriched drink marketed in 3½ oz. packets. Each packet will make 24 oz. of Bev-Rich, when mixed with water.

The drink comes in four flavors —grape, orange, fruit punch and pink lemonade.

■ Bev-Rich was test marketed last summer in Macon, Ga., and introduced last December in Columbus, Ga., Royal Crown's home town. Jack B. Barton, general sales manager of Bev-Rich, said the drink will be heavily promoted this spring in Columbus and Columbia, S. C., and Chattanooga, Tenn.

Other markets where Bev-Rich will be introduced include Birmingham, Mobile and Montgomery, Ala.; Charleston and Greenville-Spartanburg, S. C.; Charlotte, N. C.; Jacksonville, Tallahassee and Tampa-St. Petersburg, Fla.; Albany, Atlanta, Augusta and Savannah, Ga., and Memphis. #

Meadow Gold Drive Features 50 Valiants as Consumer Prizes

CHICAGO, April 26—Reportedly the largest single promotion ever conducted by Beatrice Foods Co. will begin May 1 on behalf of the company's Meadow Gold dairy division.

Each week, for 10 consecutive weeks, five Valiant sedans will be awarded as first prizes in the contest. Entrants will be required to circle silhouette illustrations of the three cars out of 18 shown which correspond to Chrysler Corp.'s Valiant. They also must circle the one correct Meadow Gold shield from among five shields illustrated, then fill in the last line of a jingle.

An extensive ad program in consumer media, including newspapers, radio, tv and outdoor posters, will support the contest.

Since all Valiants will be delivered to winners through local dealers and serviced by them, tie-in promotions with the Valiant dealers also will be arranged at the local level.

Cunningham & Walsh, Chicago, is the agency. #

Ward Baking Again Budgets $3,800,000; Will Drop Emily Tipp

NEW YORK, April 26—Arnold Jackson, president of Ward Baking Co., told stockholders last week that the company's 1960 ad budget will be about the same as last year —$3,800,000.

Mr. Jackson also confirmed reports that Emily Tipp will soon be given a "long vacation." Emily Tipp is the little old lady who has been featured in Ward's animated television commercials.

The character was created when the Ward bread account was at J. Walter Thompson Co. The account moved last year to Grey Advertising Agency. #

Last Minute News Flashes

Check Shows Most Magazines to Keep Bleed Charge

NEW YORK, April 29—Here's a rundown on plans for bleed charges among some of the top magazines. *American Home* is expected to announce shortly that it will discontinue its 10% bleed premium with the July issue. Other Curtis books—*The Saturday Evening Post, Ladies' Home Journal* and *Holiday*—will continue to make the charge. *The New Yorker* does not plan to drop its 15% premium. *Look* has "no plans whatsoever" for ending the charge. *Woman's Day* hasn't discussed a change; *U. S. News* doesn't anticipate eliminating it; *Business Week* will continue it, because bleed "buys 22% more space." *Everywoman's Family Circle* thinks "it's necessary." Time Inc., where the magazines charge a 10%-15% premium for bleed, said they would be continued. "The economics of publishing are such that the elimination of the premium would affect all rate structures and be patently unfair to advertisers who buy non-bleed pages and ultimately would have to bear the cost differential," said Andrew Heiskell, new chairman. *Farm Journal* plans no changes in its 5% premium. *Better Homes & Gardens* and *Good Housekeeping* will drop bleed charges with their July issues (AA, April 25). *Reader's Digest* discontinued the premium in January, 1959, and *McCall's* dropped it last October.

Qantas Ad Makes Nuptial Promise

PEBBLE BEACH, April 29—Qantas Empire Airways will break ads in Los Angeles dailies May 4 and New York dailies May 5, shortly before Princess Margaret's wedding day, headlined, "Qantas will get you to the church on time," it was revealed at the ANA meeting here today (*see story in adjoining column*). Cunningham & Walsh, San Francisco, is the agency.

Ocoma Food Account Shifts to Lilienfeld

OMAHA, April 29—Ocoma Foods Co., processor of a full line of institutional and consumer frozen prepared foods, has moved its account from Bozell & Jacobs, Omaha, to Lilienfeld & Co., Chicago. The company plans additions this year to its line of convenience foods.

Seven Automotive Products Set Multi-Page 'Look' Ad

NEW YORK, April 29—Seven products will participate in a four-color spread ad and a 12-page "guide" insert in May 24 *Look*. The advertisement—called an ad spectacular—being handled through McCann-Erickson, will feature Autolite batteries and sparkplugs, AP mufflers, Gabriel shock absorbers, Purolater oil and air filters, Turtle wax and Thermoid brake linings. The guide, "Car Owner's Companion," will include a car-care checklist.

Sherwin-Williams Talks to Two Cleveland Agencies

CLEVELAND, April 29—Sherwin-Williams Co., paint manufacturer, is reappraising its advertising program and has been talking with two Cleveland agencies, neither being Fuller & Smith & Ross, current agency. The company said it is not interested in any other solicitations. The account bills about $1,500,000.

'This Week' Boosts Wright; Other Late News

• **United Newspapers Magazine Corp.**, New York, publisher of *This Week Magazine*, has elected Ben G. Wright president and chief executive officer. Mr. Wright, who joined *This Week* as exec vp in March, 1959, succeeds Euclid M. Covington, who becomes chairman of the board. Mr. Covington succeeds John C. Sterling, named honorary board chairman.

• **Sen. Warren Magnuson** (D., Wash.), chairman of the Senate committee on interstate and foreign commerce, is planning to introduce a bill providing for a special advertising tax which would be used to finance the development of non-commercial educational tv services. It would involve a 1% tax on gross time payments by tv advertisers.

• **National Assn. of Broadcasters** reported Friday (April 29) that all three television networks have pledged support for a new dues structure increasing gross tv code board revenues by about one-third, to finance expanded activity in New York, Washington and Los Angeles. Network increases are from $1,500 to $13,000 apiece. Station dues are also increased on a sliding scale which doubles or triples dues for stations with high hourly rates.

• **Station clamor** for more daytime minute availabilities is being answered in the affirmative by CBS-TV, New York. To get the longer breaks, stations forgo the mid-show 30-second breaks on 30-minute daytime strips. Without fanfare a policy of minute closing breaks, plus the usual 10-second ID's, has been put into effect on "Love of Life," "For Better or Worse," "Edge of Night," "As the World Turns" and "Verdict Is Yours." Effective May 9, closing sustaining segments on daytime shows—excluding these shows, which already have made room for minutes, and also excluding the co-op "Red Rowe Show" and "Captain Kangaroo," which provide local inserts—will afford 70-second breaks to stations for local and spot sale. The network will make time for these breaks by cutting the regular closing 30-second station break and one of the two network program promos. If CBS gets a buyer for these segments, the network can reclaim the time on 14 days' notice.

• **Wander Co.**, Villa Park, Ill., is test marketing Ovaltine Sportsbar, a candy bar, in Columbus, O., using newspapers and tv. Tatham-Laird, Chicago, is the agency.

• **Meredith Publishing Co.**, Des Moines, on Friday (April 29) elected Payson Hall, formerly treasurer, to the post of exec vp and H. Y. Engeldinger, formerly assistant treasurer, to the treasurer post. Meredith also changed the name of Meredith Engineering Co. to Meredith Broadcasting Co., with headquarters in Omaha. Fred Bohen, president of Meredith Publishing, will be board chairman of Meredith Broadcasting; Payson Hall will be president (he was director of broadcasting of Meredith Publishing) and will headquarter in Des Moines; Frank Fogarty, a vp and general manager of Meredith WOW, Omaha, becomes exec vp of Meredith Broadcasting, Omaha.

• **Elliott Plowe**, senior vp of Grant Advertising, New York, reportedly will be named president of the agency, and Grant will move its U. S. headquarters from Chicago to New York. Both moves are contemplated for this fall.

• **John Stuurman**, formerly with *Seventeen*, has joined *Ingenue* as eastern ad manager, a new post.

Heed 'Tight Little Marketing Islands': Houston

(Continued from Page 1)

to sell products."

"We must first dispose of the perfectly true but almost equally useless thought that the '60s will either be the beginning or the end of civilization," Mr. Houston declared.

■ "There are few business decisions you are apt to make," he explained, "that will have much bearing on whether or not some clown drops a bomb on the rest of humanity. If such a bomb is not dropped, it seems equally unlikely that your individual decisions can change the probability that our new sources of almost unlimited energy will reduce large scale poverty to a pure function of the tax collector."

What is important to advertising, Mr. Houston said, is the fact that "many dollars will be lost between the promise and the actual performance of many companies that will remain in business. This is money that will be lost because companies do not do as much with their potential as they could be expected to.

"The early '60s," Mr. Houston said, "will not be days of easy selling, and many in the business will discover that it is expensive to try to cure package, product or price deficiencies with advertising."

■ Mr. Houston urged his audience to stop "thinking big" and to recognize that "many brand names are blurring: In one store check on one day, in 100 markets in 10 cities, we found 100 brands of instant coffee, 22 brands of cake mix covering 160 labels, 72 brands of bleach and 49 brands of vegetable shortening.

"As the strength of the supermarket grows," Mr. Houston went on, "the margin of difference in price between retail owned and national brands will not permit the luxury of advertising budgets large enough for uniform application of marketing plans across the country in the hope that sheer weight of money will overcome local variations.

"Think big, but do not forget to act small when it comes to consideration of market-by-market promotion plans," Mr. Houston urged.

■ A variation on Mr. Houston's advice came from Hiram E. Cassidy, president of McCarty Co., Los Angeles, who pointed out, "Industrial managements are beginning to take more than a passing interest in the advertising expenditures of their companies.

"Not only do they want justification of the budget," Mr. Cassidy said, "but they expect a rationale of monthly billing within the budget framework—of advertising performance in terms of success or failure."

■ Advertising, Mr. Cassidy contended, has been guilty of doing a poor job in selling management on advertising "and on ourselves." He suggested also that the chairman "might find it appropriate to sprinkle some sawdust in the center aisle so that others can follow me as I come down the sawdust trail of confession and regrets.

"In our agency, however, we have gotten off the defensive approach," Mr. Cassidy continued, "and over onto the informative approach. We are first to admit the vulnerable spots in our business, and we try to deal with facts and not do a snow job.

"We maintain a press clipping service and send our clients' top management articles on worth while advertising and sales promotion subjects. Many of these executives never saw a copy of ADVERTISING AGE, so we clip and send them AD AGE articles.

"Client management sees the knocks on advertising but seldom if ever is normally exposed to the boosts and the rationale for intelligent and consistent advertising.

"The time has come," Mr. Cassidy concluded, "to call a spade a spade. To command respect calls for business ethics above reproach."

■ Most of the blame for the current situation in the advertising field must be shouldered by advertising directors and agencies, Max Banzhaf, director of advertising, promotion and public relations for Armstrong Cork Co., told the convention.

"While the agencies must share in the responsibility for what has happened, it isn't fair to place the entire blame on their shoulders," Mr. Banzhaf said. "In many cases I have heard about in recent months, agencies have gone to their clients urging them to change questionable advertising practices and have been rebuffed. Some advertisers flatly refused to permit the change; others threatened to place their advertising with another agency.

"Even in those cases where agencies have recommended a bad practice to their clients, the advertiser is not absolved from his responsibility. The power of the purse is the power to control. And power carries with it enormous responsibility—responsibility we cannot shirk or pass on to someone else."

■ While asserting that advertising managers must take the major blame for the current situation, Mr. Banzhaf went on to say that "we must be sympathetic to the position in which many advertising managers have been placed by top managements that demand more immediate results than honest advertising can deliver."

■ Jackson Taylor, senior vp of Lennen & Newell, predicted that the time will come when 10% of a company's yearly ad budget will be set aside to experiment that year with plans that can make the next year's operation more effective.

"Sure we have to make our plans and set our decisions and then go ahead and operate," Mr. Jackson said. "But during that 12-month span we ought to be able to take two or three or five brand new ideas out into test markets, into laboratories, into research, and work with them and beat them to death. And maybe most of them will be futile and wasted efforts, but we should try the new approaches and be ready to seize upon any break in the market to develop a new idea." #

Newberg Is New Chrysler President, Colbert Chairman

DETROIT, April 29—L. L. (Tex) Colbert has moved from president to chairman of the board of Chrysler Corp., but has not been shorn of authority. This was indicated at a press conference here last night after he and William C. Newberg, the new president, returned from New York where the Chrysler board of directors named new officers.

"I am still the chief executive officer and will be in general charge of the affairs of the corporation," he said in explaining the new lineup. "Bill will run the day-to-day affairs as chief operating officer." #

It's Spring Again, and TV Nets Go Through Throes of Program Shakeup

NEW YORK, April 28—The tv networks are in the midst of what is getting to be an annual program shakeup.

This year, more than ever, television looks like a business for men with iron nerves. And the increasingly heavy casualty rate is enough to shake even them.

Except at ABC, where the 1960-61 starting lineup is pretty well set, the nighttime network schedules are still in tentative form. Using those working schedules as a basis, it is possible to make a rough estimate of the number of casualties. Of 116 regularly scheduled sponsored half-hour and one-hour network evening programs on the air as of November-December, 1959, approximately 60 are slated to continue next season. The other 56 have been marked for the discard heap. Of 50 new 1959 entries, some 30 are included among the casualties.

■ Obviously neither advertisers nor performers have been discouraged in the slightest by television's lack of stability. Sponsors are signing for shows and participations earlier than ever this spring though there is still time to be had on all the networks. Nor is there any shortage of replacements to fill the vacancies left by the performers, as any pilot-weary, red-eyed network program executive can testify.

Advertising agency executives have been doing their share of pilot watching too, but nowadays it doesn't do them much good to discover a little gem of a show that's perfect for such-and-such client. The tv networks are in firm control of the programming reins. If the agency's little gem of a show doesn't fit into the overall programming picture as the network sees it—either in terms of balance or sustained interest throughout an evening—the show will not get on the schedule even if it comes in with a ready, willing and oh-so-eager sponsor. The networks' "master of our own house" stance is a by-product of their troubles with Washington investigators. They have taken seriously all those suggestions that the networks should accept responsibility for what they send out over the airwaves.

■ This, of course, does not make program-minded ad agencies happy. A tv-radio boss of one of the biggest called this the "toughest buying season I've ever seen." He indicated that CBS and ABC are getting "rich, fat and healthy" and calling all the shots on programming. He said NBC was somewhat more amenable to program suggestions from clients. This agency man complained that the networks are choosing programs which are not necessarily the best, but which they can own (at least partially) and control.

■ Some observers had hoped that a second by-product of the quiz scandals and the Washington investigations would be a revival of program creativity and a jogging of the decision-makers out of old, familiar ruts. If titles for the regular shows on the 1960-61 lineup are a reliable indicator, these hopeful observers are in for a disappointment. Most of the newcomers all represent hoary formats —westerns, adventures, private eyes, lawyers at work and a whole new batch of that-always-safe choice, situation comedies. "My Sister Eileen" may be resuscitated for a CBS series sponsored by Colgate. "December Bride" finally got knocked off of nighttime tv after a phenomenally long run, but the characters are still around and some of them still serve as the focal point in a comedy called "For Pete's Sake." This will be sponsored on CBS by Carnation and Goodyear.

ABC Action

ABC, which some critics call the network with a gun because of its heavy emphasis on action shows, has been racking in new fall business on a multi-show basis. This network has the largest number of minute-insert programs; most of its nighttime clients turn up as sponsors of several programs once they are on the network's books.

Latest headline sale was made to J. W. Williams Co. (formerly Pharmaceuticals Inc.), which bought alternate hours on the "Lawrence Welk Show" with returnee Dodge, and participations in "The Islanders" and "Adventures in Paradise."

Kaiser added "Hong Kong" to "Maverick." Ralston-Purina is down for "Guestward Ho" with 7-Up; for "Expedition" and for "Cheyenne," "Stage Coach West" and a continuing run, with GE sharing a third, on "Leave It to Beaver."

Liggett & Myers and P&G, among others, are back with expanded schedules. Among the new clients are United Motors Service division of General Motors, Samsonsite and Gillette. Gillette contracted for a package of sports events some time ago.

CBS and Comedy

If there's a programming trend at CBS, it's toward more situation comedy, a favorite at 485 Madison Ave. since the plush days of network radio. This network has two half-hour public affairs programs —a news in depth series and "Face the Nation"—booked for prime time. These are in addition to the semi-monthly "CBS Reports," with Olin Mathieson a possibility to join Goodrich and Bell & Howell as sponsors of this news and public affairs series.

Among the major returning multi-show sponsors on CBS are Colgate, General Foods, S. C. Johnson & Son and Scott Paper Co., all with old and new offerings.

■ Jack Benny will return to a weekly schedule, with State Farm Mutual joining Lever Bros. as co-sponsor. Plymouth, which dropped the weekly Steve Allen program on NBC, will sponsor the hour "Garry Moore Show" on alternate weeks. S. C. Johnson & Son has renewed for a quarter of Garry's show; the name of the backer for the remaining quarter has not been announced. Pittsburgh Plate Glass, Kellogg and Polaroid all dropped out after there was a flurry over how many commercial breaks would be permitted on this variety stanza. A stint on the Moore program has revived the "Candid Camera," which will be seen as a series in the fall under the backing of Lever and Bristol-Myers.

NBC Changes

The Sunday night pre-Dinah Shore and Loretta Young periods are still giving NBC trouble. A new Shirley Temple series is set for the 7 to 8 p.m., EST, period, with no sponsors announced.

Ed Sullivan's latest NBC competitor will be "National Velvet," a story about a girl and a horse, with Rexall Drug as alternate sponsor, and the "Tab Hunter Show," co-sponsored by P. Lorillard and Westclox.

Among the new prime nighttime clients studding the lineup are Alberto-Culver, which is set for alternate weeks on the new "Barbara Stanwyck Theater" and on the veteran "This Is Your Life," and Pittsburgh Plate Glass, a departee from CBS, which has bought into "Laramie" and the new "Michael Shayne Show," and Du Pont, with participations scheduled on "Riverboat" and "Outlaws."

■ Bristol-Myers' Alfred Hitchcock next year will be chilling viewers via NBC, rather than CBS. Perry Como, back for Kraft, will be followed by a new Peter Lind Hayes-Mary Healy telecast, placed on NBC by P&G after CBS turned the show down. Listed among the available programs at press time was the long running Groucho Marx quiz, which has been cancelled by Lever and Pharmaceuticals.

Milton Berle, who has what amounts to a lifetime work-or-no contract with NBC, will start earning his money again next season. He will emcee Bayuk Cigars' "Jackpot Bowling" every Monday night.

"World Wide 60," this network's prime time public service offering, will remain in the schedule for the 1960-61 season. This hour weekly series, sponsored intermittently by Longines this spring, is looking for backers for fall and winter. #

NOAB Elects Nine New Board Members

NEW YORK, April 26—Nine new members were elected to the board of National Outdoor Advertising Bureau here last week at the NOAB annual stockholders meeting. The bureau's officers were re-elected.

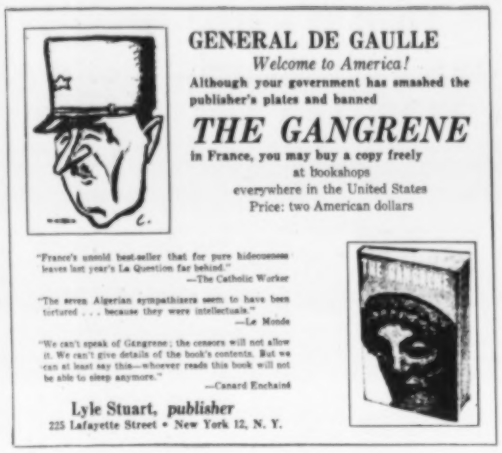
The new directors are Barton Cummings, president of Compton Advertising; Paul E. Foley, exec vp for the eastern region of McCann-Erickson Advertising (USA) division of McCann-Erickson; Bryan Houston, president of Fletcher Richards, Calkins & Holden; Clayton Huff, vp of Batten, Barton, Durstine & Osborn; John H. Leach, vp of Gardner Advertising Co.; John Peace, president of William Esty Co.; Philip H. Schaff Jr., exec vp of Leo Burnett Co.; Stuart D. Watson, chairman of McCann-Marschalk Co. division of McCann-Erickson, and David B. Williams, president of Erwin Wasey, Ruthrauff & Ryan.

■ Officers re-elected at a board meeting following the stockholders meeting were John M. Paver, president and general manager; Norman H. Strouse, president of J. Walter Thompson Co., chairman; J. J. Hartigan, senior vp of Campbell-Ewald, executive committee chairman, and Charles R. Hogen, vp of N. W. Ayer & Son, treasurer.

H. R. Neuville, assistant treasurer of NOAB, was named vp and controller, and William B. Winterton, assistant manager, New York branch, was named vp. #

Durham Opens Coast Office

Robert Durham has opened a promotion and public relations company, Durham, Davis & Sembower, at 9110 Sunset Blvd., Los Angeles. Officers are Mr. Durham, president; Joseph G. Davis, vp, and John H. Sembower, vp, secretary and treasurer. Mr. Davis formerly was assistant to the president of Superior Oil Co. Mr. Sembower formerly was pr vp of Shell Oil Co. on the West Coast. Mr. Durham told ADVERTISING AGE that the company also will be West Coast headquarters for Robert Durham Associates, and that other Durham offices are scheduled to be opened soon in Chicago, Paris and London.


GENERAL DE GAULLE
Welcome to America!
Although your government has smashed the publisher's plates and banned
THE GANGRENE
in France, you may buy a copy freely
at bookshops
everywhere in the United States
Price: two American dollars
"France's untold best-seller that for pure hideousness leaves last year's La Question far behind."
—The Catholic Worker
"The seven Algerian sympathizers seem to have been tortured . . . because they were intellectuals."
—Le Monde
"We can't speak of Gangrene; the censors will not allow it. We can't give details of the book's contents. But we can at least say this—whoever reads this book will not be able to sleep anymore."
—Canard Enchaine
Lyle Stuart, publisher
225 Lafayette Street • New York 12, N. Y.

CONTROVERSIAL AD —*This ad by Publisher Lyle Stuart for "The Gangrene," a banned book in France, was accepted and then turned down by the New York Times. It was then rushed to the New York Herald - Tribune, which ran it April 25. It also ran April 22 in the Washington Post.*

At AIA Clinic in New England . . .

MacKenzie Challenges Van Diver, Gamble Concepts of Ads, Research

He Says Advertising Is Less Than One-Tenth of Total Marketing Effort

BOSTON, April 28—Current thinking about market research and advertising by some ad industry officials was challenged here this week by George F. MacKenzie, director of research, Chambers, Wiswell, Shattuck, Clifford & McMillan.

Mr. MacKenzie spoke before the Assn. of Industrial Advertisers' annual regional advertising clinic of eastern and western New England chapters.

He challenged a report last year by Vernon Van Diver Sr., publisher of Brad-Vern's Reports, describing a "new mathematical formula for correlation of advertising to sales."

Mr. Van Diver, he said, "quickly and smoothly substitutes the terms advertising and total marketing effort, then proceeds to draw meaningful correlations between advertising and sales.

"His only error is one of slight omission. Advertising is on the average less than one-tenth of the total marketing effort in industrial companies. I fear for the future of the ad manager following this advice and going to management using this analysis to prove his points.

"However," he said, "the only thing I would like to criticize Mr. Van Diver for in reality is his low estimation of the intelligence of the people in advertising."

■ Mr. MacKenzie also took to task Frederic H. Gamble, president of the American Assn. of Advertising Agencies, for a recent report appealing to advertisers for "understanding."

Mr. MacKenzie quoted the Gamble report as follows: "Now, more than ever before, many agencies are talking about their costs and profits with their clients, and getting a sympathetic hearing. The answer may well lie in more carefully weighed demands by clients as more agencies endeavor to expand volume on the one hand and to reduce costs on the other."

The researcher saw in the report the unwholesome picture of the advertising agency as "a noncontributory parasite who must beg sympathy [of the client] to do less in order to earn more."

■ Before accurate measurement of marketing operations can be accomplished, Mr. MacKenzie said, responsibility first must be fixed. He explained:

"Much has been and is being asked of the publisher by the agency and the advertiser—and of the agency by the advertiser—that is actually the prime responsibility of the advertiser.

"The advertiser or marketer of a product has the basic responsibility of defining the market for his product. Only he knows, or should know, for what specific markets and around what specific needs the product was conceived. The agency should be ready, of course, to help in this process if needed and certainly be ready to prepare plans and recommendations built on reliable market information when it is made available.

"The publisher should be ready to provide data that will tell the advertiser that he in fact reaches the market, to what extent he reaches the market's buying power and hopefully how well he influences the market after reaching it."

■ N. Bruce Bagger, manager of marketing services for Fafnir Bearing Co., New Britain, Conn., said the essence of pre-testing a product is simply "making sure that the ad will tell the reader what the reader wants—and needs —to know."

No way, he said, has as yet been devised to beat the high cost of pre-testing and still do it quickly and effectively.

"But even despite the apparent high cost, it is still cheaper than the cost of mounting an all-out campaign that fails in its purpose because of the inability of the ads to effectively communicate the seller's message to the prospective buyer," Mr. Bagger said. #

Remington Now Seeks Agency for Typewriters

(Continued from Page 1)

manager for the portable typewriter division, billings to Gardner were considerably below the $2,000,000 figure since the agency handled "only placement" for the division's ads. "We have been doing all the creative work ourselves," Mr. Shayne said.

He said the new agency, however, will handle the entire account, worth some $2,000,000 in space and collateral services in the next fiscal year. He added that selection will probably be made in "about 30 days." #

Vos Names Roots, Palmerio

Edward B. Roots, art director of Frank Vos & Co., New York, has been named a vp. The agency has also advanced Anthony J. Palmerio to copy supervisor.

Guarantees in Ads Scrutinized by FTC

(Continued from Page 1)

an increasing source of irritation both to the bewildered public and to sellers who properly advertise their guarantees and warranties.

■ "Merely to describe an article as guaranteed is insufficient," he emphasized. "The advertisement should show clearly what is covered by the guarantee, who stands back of it, how it will be honored, and any limitations or conditions." He cautioned that FTC's staff has been instructed to recommend "appropriate corrective action" against those concerns subject to FTC jurisdiction which fail to make necessary disclosures.

The following is a summary of the seven points:

1. Advertising guarantees (or warranties) shall clearly and conspicuously disclose:

• The nature and extent of the guarantee—including what product or part is guaranteed, all characteristics or properties covered by or excluded from the guarantee, its duration, and what must be done by a claimant before the guarantee will fulfill his obligation, such as returning the product and paying service or labor charges.

• The manner in which the guarantor will perform. The ad must state exactly what the guarantor will do under the guarantee, such as repair, replace or refund. If the guarantor or recipient of the guarantee has an option as to what may satisfy the guarantee this should be set out.

• The guarantor's identity. This also shall be clearly revealed in any documents evidencing the guarantee. Purchasers often are confused when it is not clear whether the manufacturer or the retailer is the guarantor.

2. When guarantees are adjusted on a pro rata basis, the advertising should clearly disclose this fact and the basis on which they will be pro rated. For example, the time for which the product has been used and how the guarantor will perform. If adjustments are based on a price other than that paid by the purchaser, clear disclosure must be made of the amount. However, a fictitious price must not be used even where this sum is adequately disclosed.

3. Claims such as "satisfaction or your money back" and "10 day free trial" will be construed as a guarantee that full refund will be made at the purchaser's option. Any conditions or limitations on this guarantee shall be conspicuously revealed. For example, if a rose bush is advertised "satisfaction or your money back" but refund will be made only if the bush is returned within one year of purchase, the ad must clearly disclose the "return" and "time" limitations.

4. If "life," "lifetime" or similar guarantees relate to any life other than that of the purchaser or original user, the life referred to must be clearly disclosed.

5. Advertising containing savings guarantees—like "Guaranteed to save you 50%," "guaranteed lowest price in town"—must clearly state what the guarantor will do if the savings are not realized, together with any limitations that he may impose.

6. A seller or manufacturer must not advertise or represent that a product is guaranteed when he cannot or does not properly and scrupulously fulfill his obligations under the guarantee.

7. The manner in which a guarantee is used frequently constitutes representations of material facts. In this case, the guarantor not only undertakes to perform under the guarantee's terms, but also assumes responsibility under the law for the truth of the claims made. Examples: "Guaranteed for 36 months" applied to a battery implies that it can normally be expected to last for that time. It should not be used in connection with a battery which can normally be expected to last for only 18 months; and "guaranteed to grow hair or money back" represents that the product will grow hair and should not be used when in fact the product is incapable of growing hair.

■ Text of the guides may be obtained by request from the Office of Information, Federal Trade Commission, Washington 25.

SMALL TYPE IN ADS NOT ENOUGH: KINTNER

LOS ANGELES, April 29—Federal Trade Commission Chairman Earl Kintner warned today "small print in the lower left corner of the page" won't meet the test, under the commission's newly released "Guides Against Deceptive Advertising of Guarantees."

He told a better business bureau luncheon here today that the big pitfall which the "guides" seek to eliminate is the failure to state what the guarantee is.

The nature and extent of the guarantee, the manner in which the guarantor will perform and the identity of the guarantor are among the information which must be clearly and conspicuously disclosed, he explained.

"We don't tell you in the guides what we mean by clearly and conspicuously disclose, but I can assure you that it is doubtful that small print in the lower left corner of the page is clear and conspicuous."

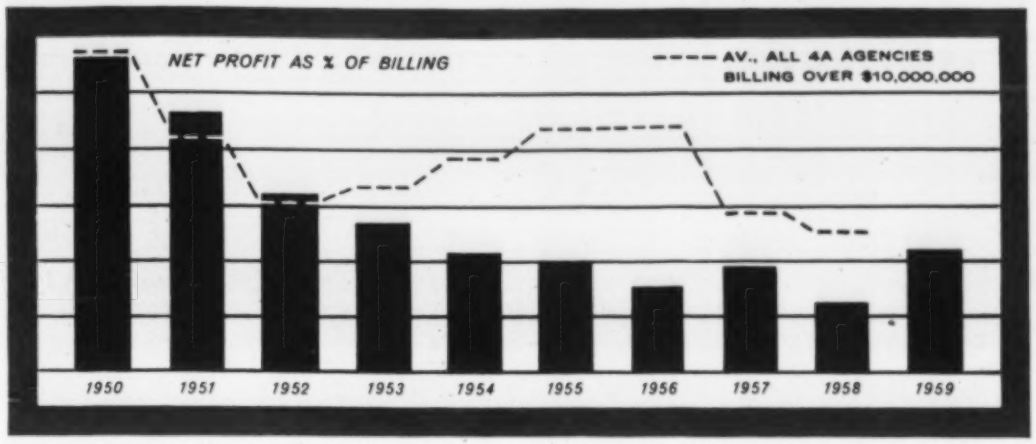
■ With respect to disclosures required in point one of the "guide," he said the advertiser is expected to tell the public what the guarantee is. "The advertising should answer questions like: What product or part of a product is being guaranteed. For how long a time? Will the guarantor repair the product, replace part of it, and charge the owner for labor? Will he give him a new product? Who is guaranteeing the product, the manufacturer or the dealer?"

Turning to pro rata guarantees, covered by Point 2 of the guide, he said FTC has been plagued with situations where allowances were based on fictitious price lists.

■ "Harry bought a new $42 list price tire at the special price of $16.95. He had been attracted by this brand not only because of the special price but also because of the 'Lifetime' guarantee," he recalled.

"After 12 months, there was a blowout. Harry found that 'lifetime' did not apply to his life, or the car's life, or even the life of the tire. It applied to the life of the tread. The dealer's treadometer indicated 50% of the tread-life had been used so he 'gave' Harry a new tire for $21. If Harry had shopped, he would have discovered the same tire still selling for $16.95 elsewhere."

In this case, Chairman Kintner said, Harry had been duped three ways: (1) the meaning of "lifetime," (2) the fact that the guarantee was prorated, and (3) the fact that the prorating was based on a fictitious price. #



PROFIT PICTURE—*This graph shows the decline in net profits of Gardner Advertising, as compared with profits of all Four A's agencies with billings of $10,000,000 and more. An increase in Gardner's '59 profit margin, the agency's report says, shows that the policy over the past decade of reinvesting earnings in a larger staff, physical expansion and new equipment, is beginning to pay off.*

Gardner's Billing Is Up 201% Since '50, Says Report

Agency's First Annual Report Cites Growth in Its 50-Year Span

ST. LOUIS, April 27—For the first time in its half-century history, Gardner Advertising Co. has is sued an annual report to the public. In it the agency reveals an increase of 201% in total billings during the 1950s with volume reaching a record high of $37,615,484 in 1959.

Billings in the agency's New York office accounted for 27.1% of the total 1959 volume.

Combined sales volume of Gardner clients in '59 reached $14 billion, seven times the sales volume of clients just 10 years earlier. Also, in '59 six Gardner clients were listed among the 100 largest U.S. corporations, and 17 were listed in the top 500, the report says.

While tv showed the most spectacular increase in use by Gardner clients in the past ten years (65½ times more tv billing today than in 1950), other media also enjoyed healthy gains.

■ Charles E. Claggett, president of Gardner, says in the report, "American business faces an era when marketing skill rather than production or financial resources, will determine success or failure." This view is part of the agency's combined annual financial report and look at the advertising feature —"Moving Ahead into the Marketing '60s."

Marketing Director Kenneth E. Runyon predicts: "In the next ten years, our marketing tempo will eclipse anything in history. Overseas trade barriers will drop. Competition will rise sharply. There will be new rivalries among U.S. companies, plus new impact of foreign products and capital on U.S. markets.

"The price of marketing success will be higher—the cost of failure greater," says Mr. Runyon. "Companies which don't accept this may not live out the '60s."

Media changes coming in the '60s, according to Gardner's media director, Robert Riemenschneider, include "major advances in measuring audiences—quantitatively and qualitatively." Mr. Riemenschneider sees new research techniques with which "we'll count prospects, not noses."

■ Sophisticated mathematical techniques and new computers will help in research, "upgrading marketing efficiency with new stress on evaluating advertising before and after public exposure," says Gardner's research director, Edwin J. Gross.

William L. Spencer, the agency's creative director, warns of "the growing tendency to let research stifle creativity by using it, not to open doors to new creativity, but to slam them shut with rule books."

Since the start of 1959, 40 new employes have been added to Gardner's staff, bringing the total to 375 employes.

Other highlights for the year included the addition of eight major new accounts and expansion of the three Gardner offices, in St. Louis, New York and Hollywood.

■ The ten-year report shows that during the 1950s Gardner has helped clients introduce 24 new consumer products, 157 agricultural products and 370 industrial products.

Copies of "Moving Ahead into the Marketing '60s" are available upon written request to Charles E. Claggett, President, Gardner Advertising Co., 915 Olive, St. Louis 1. #

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

WESTERN HORSEMAN

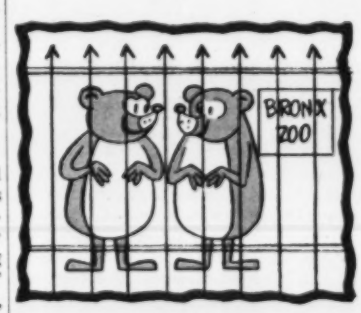
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Far-Reaching!

They're advertising for bear skins?

Run for your life!



Even WCSH-TV can't reach us here.

Seriously, advertising on SIX does have a "far-reaching effect." Quality of operation and superiority of coverage are behind our success. Your Weed TV man now has SIX straight years of surveys that prove it.

WCSH-TV 6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

Anderson Daniels Nussbaum Abey Beaumier Layman Richards Butler

NEWSPAPER EXECS—*At the ANPA meeting were Peyton Anderson of the Macon Telegram & News; Frank Daniels, of the Raleigh News & Observer; Max Nussbaum of the Observer, Moultrie, Ga.; Joseph Abey of the Eagle-Times, Reading, Pa.; W. R. Baumier of the News, Lufkin, Texas; William M. Layman of the News-Sun, Waukegan, Ill.; John Emmett Richards of the News, Alpena, Mich., and W. A. Butler of the Sentinel, Holland, Mich.*

Show Advertisers That Readers Seek Ads in Dailies, Bryan Adjures ANPA

(Continued from Page 2)

agencies. From all indications, more and more publishers are beginning to see the necessity for basic research, which is a very hopeful sign for the entire industry."

■ At another session, ANPA President Bryan took issue with critics of advertising who "eagerly seek any occasion to criticize all advertising" and who have "seized upon the disclosure of a few improper practices in broadcast media as an adequate reason to condemn all media, including daily newspapers."

He said that in the past two years advertisers spent some $7 billion in newspapers—more than in any other medium—while another $15,000,000 in advertising revenue was rejected because copy did not meet standards of truth and decency established by individual newspapers.

Although "prime responsibility" for advertising integrity rests with advertisers themselves, Mr. Bryan said, newspapers must be constantly on the alert to detect any violation, "whether innocent or intentional."

He said individual publishers seeking information on various claims by national advertisers can obtain it from ANPA, which, he added, "can neither pass judgment on advertising claims nor act as a censor, but can report to its membership information which it gathers from many sources."

■ In a report on membership, ANPA announced that its roster is now at the highest point in its history—847 newspapers, representing 92% of weekday and 95% of Sunday circulation. Since the convention last year, ANPA added, 15 newspapers were elected to membership; seven newspapers resigned; one suspended publication; five merged, and one was dropped.

In the report of its committee on taxation, the ANPA heard a ringing denunciation of government tax policies, particularly in the area of depreciation of newspaper equipment.

The ANPA called for a "more realistic" federal tax depreciation law relating to business expense for tax purposes. It said the government's current policy is "outmoded" and "succeeds only in stifling the introduction of much-needed newspaper equipment."

■ In a session for executives of newspapers with more than 50,000 circulation, Richard H. Amberg, of the *St. Louis Globe-Democrat*, warned of a continuing trend toward fewer newspapers in the U. S. unless labor unions and managements get together. He called on unions to eliminate made-work, and on managements to recognize workers' problems and desires.

"Newspapers cannot compete with each other and with the low overhead of many of our competing media unless we have a fully productive and efficient operation," he said. "There is no lasting success for an employe who works for an unprofitable operation or one which could fold tomorrow and dispossess still more workers from their jobs."

■ Otis Chandler, of the *Los Angeles Times*, who attended the same session, said the group also discussed the effects of payola in the broadcast business and whether newspapers might be similarly affected. He reported that publishers will closely watch the Christmas gift situation, junkets and free tickets.

Also growing out of the discussion, he indicated, was general agreement that newspapers should print brand names, the names of hotels, night clubs and other commercial interests in editorial matter if the mention represented a convenience to readers or was essential to the sense of the story.

Newsprint

In its report on newsprint, the ANPA said record consumption in 1959 supports its position that there is a "definite need" for increased production in order to avoid shortages which in the past have "proved so disastrous both to consumer and producer."

ANPA quoted figures showing that North American newsprint mill capacity for 1960 increased only 99,513 tons over 1959. "This is the smallest increase in over a decade," the ANPA pointed out.

During the 1950-1957 period, the report continued, the yearly average operating capacity of North American mills ranged from 94.8 per cent to 103.6 per cent. At various times during this period, mills were unable to meet demand, and U. S. newspapers were forced to obtain newsprint from other sources at "exorbitant prices." It was not until the 1958 recession that North American capacity met demand and there was sufficient reserve capacity to give the consumer a degree of safety. "There is a worldwide need," the ANPA concluded, "for additional newsprint capacity if future newsprint shortages are to be avoided."

Labor

On the labor front, ANPA members heard a lengthy report from its special standing committee on labor relations, which bitterly denounced as "deplorable" the number of strikes and walkouts by newspaper unions over the past two years.

Noting that the axiom, "inventive genius constantly promotes progress" does not always hold true for newspapers, the labor report reviewed the stormy-newspaper labor-management hassles during 1959 and placed most of the blame on unions.

The report said there were 37 strikes against 58 newspapers last year, with most of the strikes caused "by union refusal to arbitrate."

"Normal production has too long been retarded by union demands for excessive manning of equipment and reproduction of completed work, while refusing to arbitrate whether those demands are make-work resulting in production waste," the ANPA report said.

Wryly observing that, with improved equipment, "less work for more pay has become a newspaper habit," the ANPA report asserted that "union coercion too often denies management the fruit of foresightedness in adopting new processes.

■ "Union opposition to new processes and new equipment," the report continued, "often spells the difference between continued operation and failure. In some cases it is claimed progress means losing jobs. Yet the story of newspapers is replete with new developments that have increased the number of newspaper employes. Jobs are not lost by new processes; they are lost when newspapers are killed by mounting strikes or mounting costs."

On the subject of arbitration, the ANPA committee said it has always favored the practice "as a general rule," but noted that arbitration is not "a panacea for all differences in labor relations."

Postal

The ANPA postal committee, headed by Ralph Nicholson, of the *Eagle*, Dothan, Ala., reaffirmed its conviction that newspapers want no subsidy, but that they would like postal costs to be properly charged. The report noted wryly that Post Office figures confirm ANPA surveys showing that "daily newspaper use of second class mail is declining steadily because inadequate service forces daily newspapers to seek more efficient and less expensive distribution methods. Smallest newspapers are hardest hit by higher second class rates because few, if any, substitute methods are available to them."

Advertising Agencies

The convention heard that 1,073 agencies now have ANPA credit ratings—down slightly from 1,080 in 1959. The number has been fairly constant for the past six years (there were 1,036 in 1955).

ANPA handled reports on about 2,000 agencies and advertisers, and some 3,100 inquiries were involved. Its credit department worked on 644 claims and collected $70,515.

During the year, 32 credit ratings were granted to agencies in 22 states and the District of Columbia; 28 applications were placed in suspension while further information was sought. Two applications were withdrawn, and 22 applications are being processed.

During the year 43 agencies were removed from the credit rating list—26 because of merger or liquidation, eight for failure to meet criteria, and nine because agency activity had been discontinued.

■ Of the 1,073 agencies, 266 are in New York, 125 are in Illinois, 65 in California, 63 in Ohio, 57 in Pennsylvania, 45 in Florida, 43 in Missouri, 41 each in Massachusetts and Michigan, and 31 in New Jersey. In addition, 14 Canadian agencies have ratings—eight in Quebec, four in Ontario and one each in Alberta and British Columbia.

Legislation

The ANPA's federal laws committee, headed by M. W. Armistead III, of the *Roanoke Times* and *World-News*, took note of the government's antipathy toward letting public news media report information and commented favorably on bills which compel federal bureaus and agencies to make transactions matters of public record, and to open records of federal courts to public inspection. It called attention to proposed legislation in the labor and anti-trust fields and those bills requiring premerger notification.

■ The ANPA wound up its convention Thursday with the election of new officers. Elected president, succeeding Mr. Bryan, was Mark Ferree, exec vp and general manager of Scripps-Howard Newspapers *(see story on Page 42)*.

Other officers elected were Irwin Maier, of the *Milwaukee Journal*, vp; James S. Copley, *San Diego Union* and *Tribune*, secretary, and J. Hale Steinman, Lancaster Newspapers, treasurer.

Named to two-year terms as director were St. Clair Balfour, Southam Newspapers, Toronto; Barnard L. Colby, *New London Day*; K. A. Engel, *Little Rock Democrat*; Joyce A. Swan, *Minneapolis Star & Tribune*; Robert M. White II, *New York Herald Tribune*, and Walter W. White, the *Star*, Lincoln, Neb.

Elected director for a one-year term was M. J. Frey, of the *Portland Oregonian*. Also elected director, for a two-year term, was retiring ANPA President D. Tennant Bryan, of the *Richmond News-Leader* and *Times-Dispatch*.

Novenstern Joins North, N. Y.

Samuel Novenstern has been named media director of the New York operation of North Advertising. With National Broadcasting Co. for the past 10 years, Mr. Novenstern most recently was sales development representative for NBC-TV.

CBC Promotes John Twomey

John E. Twomey, audience research officer of Canadian Broadcasting Corp., Toronto, has been appointed manager of CBC's new promotion department.

Brilliant Ads Can't Sell Bad Goods, See-Says

PHOENIX, April 26—"Brilliant advertising cannot save a bad item. Brilliant advertising can only multiply the effectiveness of good items," Arthur See, *New York Herald Tribune* retail advertising director, told members of the National Retail Merchants Assn. yesterday.

He said, "If an item doesn't pull, it's the item's fault—the buyer's fault—not yours or the newspaper's."

Mr. See called buyers "fence-sitters. In a way, they have to be, I guess." But he told the retail sales promotion and advertising executives, "You must be fireworks. You must be authority. You must be an adventurer armed with judgment.

"The advertising mind, the creative mind, is psychopathically incapable of fence-sitting," he said. "You must be the vital force in your store. You must supply for the whole store, the animation, the vigor, the imagination, the big steps that will give the store a responsible and healthy position in the economic community of your city."

■ Morris L. Rosenblum, creative advertising administrator, R. H. Macy & Co., New York, offered 10 suggestions for creating a store image in newspaper advertising:

- Planned continuity is the paramount consideration.
- A store's advertising style should be as different from its competition as the store is different.
- An ad style that's better than the one you had before, and better than that of your competition.
- A store's style that allows you to advertise any kind of merchandise at any time of the year and for both sale and non-sale events.
- Your store advertising style should have a positive quality, not wishy-washy.
- A store's style should not draw attention to itself, but should help get the message read.
- A store's advertising which is based on an expensive technique is not practical.
- If you're a genius who leaves and takes his personal style with him, you're in trouble. The style must be teachable to others.
- A store's style must be able to withstand the rigors of time and change with the times, and still maintain its individual characteristics.
- Newspapers have made great progress in engraving and printing, but even they have limitations. Don't create a style that your newspaper cannot reproduce.

Advertising Is Victim of Government 'Witch Hunt,' Wilson Warns WSAAA

(Continued from Page 1)

in proposals for restrictive laws in all states, Mr. Wilson ticked off these activities as cause for alarm: (1) A new congressional subcommittee to investigate tv commercials; (2) the position of the Internal Revenue Service with respect to the deductibility of advertising; (3) the restriction of institutional advertising and (4) the bonus given to states restricting outdoor along the federal coast-to-coast highway system.

He expressed surprise that he has heard little reaction against these activities.

"Instead of being on the defensive in these matters we should point out the benefits that derive to everyone from advertising," he said.

Declaring that in the past advertising has not had a real voice in Washington, he praised the establishment of the office of the Advertising Federation of America. "But in addition to applauding AFA, you should support it with your money, your encouragement and your talent. You are in trouble, and you had better do something about it," Mr. Wilson concluded.

■ An equally sobering report was made by William Boylhart, of Boylhart, Lovett & Dean, who revealed that of the more than 200 respondents in a survey among media and agencies in California, 58% feel that client management is not fully convinced of the important values of advertising. In the same vein, 73% of media, and 82% of agency respondents said they feel the image of advertising is worsening or not improving.

Mr. Boylhart said the survey revealed "disconcerting confusion" as to who should bear the responsibility for maintaining honest and believable advertising: 26% of agency respondents said the client; 46% of the agency men said the agency; 47% of media men said the client; 34% of media respondents said the agency.

■ Agency respondents indicated a growing dissatisfaction with media readership surveys and circulation interpretations, merchandising support offered and the lack of standardized rate cards. More than 50% of agency respondents predicted an increase in the present 15% commission within the next five years, but only 13% of the media men agreed with this. The continuation of the 2% discount was favored by 92% of the agencies and 63% of the media men, Mr. Boylhart reported.

On the subject of agency recognition, 66% of media men said it warrants more attention, while 76% of the agencies held that view, he said.

■ The increasing influence of advertising in the West was keynoted by Paul Willis, vp in charge of advertising of Carnation Co., in an exhaustive analysis of the growth of western agencies and advertisers.

In summary, Mr. Willis said: While all national advertising has grown more than 200% in the past 10 years, advertising in the 11 western states has risen more than 450%. Advertising billings in the West increased by 17% in 1959 over 1958, as against a national increase of 7% registered by the 10 largest agencies in the U.S.

These and other figures indicate the "explosive development and expansion in the West," and reflect its growth in population, income and sales, Mr. Willis said. The West has led in the development of the agricultural marketing cooperative, i.e., Sunkist Growers, which has converted agricultural commodities into advertised brands with established quality standards, Mr. Willis said.

Also discussed were the leadership in community advertising campaigns, particularly that of the All-Year Club of Southern California, which have been adopted throughout the country.

■ Reviewing his agency's new business efforts, Ted Factor, of Doyle Dane Bernbach Inc., said solicitations should be the job of working admen. "The man making a presentation to a prospect should be able to talk and think in advertising parlance and should be prepared to play an important role in servicing the account if the agency is selected," he said.

Mr. Factor said that, typically, a presentation shows what the agency is doing currently for current clients. "It is simple," he said, "because with a reputation for creativity we believe gimmicks would tend to obscure it. This is also true when a large amount of manpower is used." In other words, "you develop your own profile, and sell it," he said.

Showing work in process can be impressive, he observed. It is not finished or "tooled up" and therefore looks real.

Mr. Factor said there is no answer to the problem of getting to see prospects ("We weren't invited to make a presentation for the Sunkist fresh lemon account, and don't know why"). To keep the agency before prospects, publicity, trade ads and direct mail are used, he said.

■ Reviewing the status of advertising copy in the West, Dave Fenwick, of Robinson, Fenwick & Haynes, said artists may have more recognition, but copywriters are much better compensated than their counterparts in the East. This is true, he thinks, because the western copy man is not specialized and becomes more versatile.

He said western copywriters are asked and allowed to do more, and make more outside contacts. Many copywriters who become agency principals or contact men continue to write, he said. These conditions, in his opinion, "may have a bearing on the fact it is hard to find advertising in the West of the type that gets the East in trouble . . . I do not believe any western advertisers are among those being cited [by government bodies]."

■ Analyzing media opportunities, George Allison, media director of Young & Rubicam, Los Angeles, said network tv now offers potentials for local and regional advertisers. Many national programs, including spectaculars, cannot be wholly sold on the nets and become available for local or regional sponsorship. It is also possible to set up your own network for a syndicated show. "Network affiliates like them because they get the full rate," Mr. Allison said.

Split runs, now offered by some 22 magazines, are "exciting in that they provide regional advertisers with the impact and prestige of national publications," he said, adding that these buys can be supplemented by the use of Sunday supplements in many more markets than were available a few years ago.

Mr. Allison said the new quad plan for outdoor advertising in Los Angeles should be interesting to small advertisers. This plan divides the city into four parts, and in place of a citywide No. 25 showing, it is possible to get a No. 100 showing in one-fourth of the city. San Diego has a similar plan which divides the city into three areas, he said.

The fact that the West is a market all its own is now being recognized, with many national agencies giving their western branches separate budgets for national clients, Mr. Allison said.

■ Discussing the "emerging concept of marketing" and its effect on advertising agencies, Bruce Altman, vp of Kenyon & Eckhardt, said there are many definitions of marketing, but there is general agreement on three basic points.

Marketing is a broad concept embracing all the activities of business; it is consumer oriented, beginning with knowledge about the consumer and ending with a consumer purchase, and it is concerned with planning because of the continuous flow of the marketing process, in which every action taken has a greater or lesser effect on the total result, he said.

Observing that since marketing embraces all activities of the client's business, and no agency can assume all these responsibilities, Mr. Altman said it follows that agency managers must define their areas of responsibility.

With this in mind, Mr. Altman suggested this position for agencies: Advertising agents are responsible for planning and execution in the area of advertising. In all other marketing areas their chief function is counsel, except that the agency can and frequently does provide facilities for the execution of research, merchandising and promotional plans.

■ Bill Tara, creative consultant to Campbell-Ewald Co., called for less red tape in the preparation of advertising for large companies. "The best creative ads are usually produced with the fewest possible people involved," he said. Discussing artists, he asserted they do not need to have production background. "There are others who can make their truly creative ideas practical," he said.

Burns W. Lee, of Burns W. Lee Associates, told the group that public relations and advertising people should work closely together to insure that a client's story is presented to the public most effectively.

"On the other hand," he said, "public relations should be considered a separate function, apart from advertising, except perhaps in the field of product publicity. Advertising agencies should not assume the public relations job for clients unless they are prepared to provide a complete objective service in that field, in his opinion. #

Hobson Names Simmons

Hobson, Bates & Partners Ltd., London associates of Ted Bates & Co., has appointed John Simmons head of television, radio and film production. Mr. Simmons joined Hobson, Bates in 1957 as senior tv producer.

TIGER SPREAD—*Carter Oil Co. is using this half-page black and yellow spread in newspapers in Portland, Spokane and Seattle to promote its Vitane additive. The "put a tiger in your tank" line is the same slogan used by Oklahoma Oil Co. (AA, April 25); both companies are owned by Standard Oil Co. (N. J.).*

Philip Klein Moves Offices

Philip Klein Advertising, Philadelphia agency, has moved to larger quarters at 1424 Walnut St.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to **personal selling**—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to **move merchandise through modern direct selling**—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 950 North Dearborn Street, Chicago 10, Ill.

DRUG PRODUCT ADVERTISERS ARE GROWING WITH US!

DRUG STORE SALES
Long Beach-Lakewood

1950 $10,175,000
90.6% GAIN
1959 $19,397,000

DRUG STORE SALES
PER CAPITA 1958

LONG BEACH-LAKEWOOD $50
LOS ANGELES-LONG BEACH METROPOLITAN AREA $48
CALIFORNIA $44

If your product is for sale in drug stores in the Los Angeles-Long Beach Metropolitan Area, you need newspaper advertising support **in the Long Beach part of this important market.** And the only way you can get it is through space in the Independent, Press-Telegram. These newspapers cover nearly 7 out of 10 homes in this area. No "outside" dailies cover even 1 out of 10.

Sources: Sales Management Survey of Buying Power, 1959. Audit Bureau of Circulations.

Independent Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

℞ Selling Pharmaceuticals?

Here's a preferred market-
at a popular price:
for less than 5¢ apiece,
you reach 85,000 dentists
in a magazine they read
devotedly. May we give
you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

EDITOR WANTED

We're looking for a man with a civil engineering sheepskin who is now possibly working in a manufacturer's promotion department, agency spot, or publishing house—and who feels he knows enough about roadbuilding or municipal public works to tackle an important editorial job in either of these fields. Location Chicago. Will train right man. Give us your background and salary requirements. Your reply will be confidential.

Box 3623, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED—ACCOUNT MAN WITH BILLING OR 1 MAN AGENCY

Small, congenial agency looking for a man who's looking for a good place to roost. Percentage basis only. Fine loop location, modern well furnished offices, excellent office staff and versatile creative help. Write

Box 3668, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION WRITER

Large, established concern in one of Florida's major cities will pay $6000 up plus liberal benefits to qualified sales promotion writer. Age under 35, college degree and 3 years experience in advertising or sales promotion. writing are minimum requirements. Send complete resume and snapshot. Write:

Box 3642, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER—for North Jersey ad agency. Must be a skilled, versatile craftsman . . . able to develop ideas for diverse accounts & work in all media. Salary open. Send resume.

Box 3643, ADVERTISING AGE
630 Third Ave., New York 17, New York

N.Y. ADVERTISING REPRESENTATIVE Well established publisher of national restaurant magazine has an excellent opportunity for an aggressive, full-time salesman in Eastern States. Minimum 5 years experience. 45 or under. Submit resume and salary requirements.

Box 3644, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

For a young man with experience in writing magazine Ad campaigns directed to the automotive after-market, farm and industrial. Full cooperation of this Chicago agency will help you sell new business if and when you want to build into this area of the agency business.

Box 3645, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

Small Upstate N.Y. Agency needs A.E. strong on copy, plans, contact. Excellent spot for young man to develop. Modest salary, good growth opportunity.

Box 3646, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

Space Buyer for med. size agency with accounts in Hardware, Industrial, Institutional and Sporting Goods fields. Should have some experience. (1 gal dept.) 5-day week; private office, other benefits. Call **FInancial 6-6767, Miss Zemlick.**

ART DIRECTOR

to be in charge of consumer packaging designs of national scope for large multi-product corporation situated 200 miles outside of Chicago.
Capable, experienced man must interpret information gained from consumer research and from committee discussions into specific instructions to outside design talent.
Must be able to communicate such instructions graphically using rough sketch ideas to show directions and objectives.
Must be well versed in all phases of finished art, engraving and large printing production.
State age, experience, qualifications and salary. Box 178, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

HELP WANTED

Agency Account Executive: 2-3 years experience, bi-lingual Italian. Interested working abroad with large American agency. Send resume stating salary requirements to

Box 3647, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copywriter-Production Assistant (male) for southern 4-A agency. Starting salary $6000 with benefits. Good references essential. Reply in confidence (our office knows of this ad). Job open now.

Box 3649, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED!

A Chicago man or woman; age not important, with several years Agency or Commercial Advertising exp. in Chicago. Well versed in all classifications of Advertising personnel.

Box 3650, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

OUTSTANDING OPPORTUNITY AND FUTURE FOR HARDWORKING AGENCY COPY-CREATIVE MAN WITH BUSINESS

to serve as right hand to 4A Agency V.P. and General Manager. Excellent financial rating and nationwide facilities including international.

Box 3667, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING GAL FRIDAY

Will handle mail, expedite dealer orders and mailings, direct mail lists, adv. production orders with suppliers, etc. Good salary, pleasant working conditions, in northwest Chicago location. Phone:
W. Johnson, AV 3-2000

MARKETING RESEARCH ANALYST

Large 4A agency seeks a man able to work with group head designing studies, carrying surveys through from inception to completion (designing questionnaires, working with outside research companies, analyzing results, writing reports) with a minimum of supervision. Experience in survey work, statistics and writing essential. TV or media research experience helpful. Send resume and salary requirement to

Box 3670, ADVERTISING AGE
630 Third Ave., New York 17, New York

Senior Broadcast Estimator

Large 4A agency seeks senior broadcast estimator. Opportunity for a thoroughly experienced broadcast estimator to handle responsibilities on major accounts. Please send resume and salary requirement to

Box 3671, ADVERTISING AGE
630 Third Ave., New York 17, New York

DIRECTOR OF PROMOTION—JOURNAL ADV. & DIRECT MAIL—SALARY OPEN

Opportunity, challenge, and responsibility in a growth ethical pharmaceutical organization are yours if you can demonstrate past creative and administrative success. Copy background, agency or company, desired.
As Director of Promotion you will be creating, planning and integrating programs involving direct mail, journal, sales and other promotional activities. Excellent potential if you can contribute to our continued growth past the $10 million level. Mail resume to

Box 3672, ADVERTISING AGE
630 Third Ave., New York 17, New York

Our 49th Year

ASST. ADVERTISING DIR. consumer products	$15,000
ACCT. EXECUTIVE, packaged goods experience	Open
MARKETING SERVICES DIRECTOR	12,000
SALES PROMOTION ASST.	7,000
COPY-CONTACT, electronics experience	10,000
ASST. PRODUCT MANAGER, woman	8,000
COPYWRITER	6,000+

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

POSITIONS WANTED

FREE LANCE ART DIRECTION & DESIGN

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—
T. J. McLOUGHLIN MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

Writer for publisher wishes take-home work. Edits & condenses copy. Chicago area.

Box 3651, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING—ADV—SALES PROM.

7 yrs. experience with leading const. & agri. equip. mfr. in nat'l, regional, dealer adv, prom, P.R. plus 1 yr. client contact & marketing supr. for top 4 A Chicago agency. Age 32, col. grad., honor student. Leaving $14,000 position to move family back to golden West. Seeking position offering unlimited potential in growing company or agency in far west, S.W. Avail. June 1. For complete resume, top references, rush inquiry to:

Box 3652, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JUNIOR ACCOUNT EXECUTIVE

experienced, creative businessman. 9M

Box 3653, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INTERESTED IN INCREASING YOUR BILLING?

Ambitious young fireball with billing and agy. exp. seeks employment in account service or new business end of an agency.

Box 3655, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO A MANPOWER BARGAIN HUNTER Young, highly creative, and ambitious with three yrs. experience in merchandising, sales promotion, and account service work with an agency. Modestly priced.

Box 3656, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOMEWHERE WEST OF LARAMIE is an active agency seeking an alert artist? Where the real joy is good living AND working? Where a thinking man is needed to create layouts sparkling with life?

Box 3657, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV. SALES PROM. MGR./ASST. College grad, 38, prefers position in Pittsburgh area. Other areas considered. Four yrs. exp. with major company in Pgh. and New York as Asst. Adv. Mgr. Heavy in sales promotion, media, direct mail & point of sale. Background in fine printing paper, letterpress, offset, silk screen printing and direct sales experience.

Box 3658, ADVERTISING AGE
630 Third Ave., New York 17, New York

MR. EXECUTIVE—can you offer me a challenging future in adv.? 3 yrs. agency and manu. exp. B.S. in MKT.—Married.

Box 3659, ADVERTISING AGE
630 Third Ave., New York 17, New York

HERE I AM . . . WHERE ARE YOU? Heavy experience in advertising, merchandising, direct mail, premiums, contests, audio-visual, sales training and market research with top rated firms. Looking for Chicago area spot in Agency or Industrial. Resume available. Write

Box 3660, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART-BY-MAIL? MAIL ORDER PRICES! FRESS ESTIMATES! SAMPLES! NOW!
Paul Morey Art Service
P.O. Box 94 Redwood City, Calif.

CREATIVE SPACE SALESMAN ASSISTANT ACCOUNT EXECUTIVE

Aggressive, imaginative and looking for more opportunity with magazine or agency. Highly successful. 5 yrs with one newspaper publisher selling national & local. Very strong on presentation, marketing & scientific sales approach. 29 yrs young. Completely dedicated and not a 9 to 5 man. Prefer Det. area. Presently employed. For resume write:

Box 3661, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

MONTHLY BOATING TRADE MAGAZINE

wants one or two representatives for Midwest; must be experienced in boating field.

Box 3648, ADVERTISING AGE
630 Third Ave., New York 17, New York

PREMIUM SALESMAN. SUPPLIER OF THE MOST UNIQUE AND LARGEST PREMIUM LINE IN ITS FIELD SEEKING YOUNG SALESMAN NEW YORK CITY AREA. LIMITLESS OPPORTUNITY. ATTRACTIVE TERMS. SUBMIT COMPLETE RESUME.

Box 3662, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PHILADELPHIA based publishers representative offers immediate & efficient sales coverage of Mid-Atlantic & Southern states.

Box 3633, ADVERTISING AGE
630 Third Ave., New York 17, New York

Mid-West Publishers Representative is looking to expand his operation to include additional publications. IMMEDIATE COVERAGE AVAILABLE.

Box 3663, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Chicago Publishers rep wants magazines or yearly catalogs. Comm. basis.

Box 3664, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Two seasoned, highly experienced creative salesmen forming rep business to cover New York, New England and Philadelphia areas. Successful background in top consumer industrial and trade publications.

Box 3571, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

Circulation building for Trade Journals and Consumer Magazines. Our field sales staff covers the USA, for subscriptions from business owners. **National Trade Publications, Box 26, Overland Park, Kans.**

Old East Coast (Mid Atlantic) Weekly Newspaper in exciting "Land of Pleasant Living" available to livewire desiring to expand into Regional Weekly or daily. Owner wants to retire. Will take partner or release all stock. Cash required. No curiosity seekers. Correspondence confidential.

Box 3665, ADVERTISING AGE
630 Third Ave., New York 17, New York

YOUR CLASSIFIED AD HERE WILL BRING RESULTS

The Promotion Department of PLAYBOY MAGAZINE is looking for a young, talented, lively

WRITER

who also excels in the area of imaginative, creative thinking and planning. The person we have in mind (male or female) must have had professional experience in advertising, promotion, public relations or related fields.
Send a complete résumé, including personal data, education, previous job record with reasons for changes, salary requirements and a snapshot to **Miss Theo Frederick, PLAYBOY, 232 E. Ohio, Chicago, Ill.**

BUSINESS OPPORTUNITIES

A NOTE TO ONE-MAN AGENCIES

If you wish to retire, cut profit-wasting overhead, or shift part of the grueling burden—and still cash in fairly on all your past efforts, write in absolute confidence. Sound 4A Creative-Industrial-Consumer Agency.

Box 3666, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO SELL YOUR ADVERTISING AGENCY

We are a small agency with an enviable record of growth but we've reached a plateau where we believe the next step is a substantial interest in or acquisition of another agency in the 2-4 million dollar class.
Your business combined with ours would not only result in economies of operation but the larger billing would strengthen our hand in going after important new business.
If you are an out of New York agency, perhaps we could buy an interest in your business and function as the New York office.
To explore possible avenues of interest write to

Box 3669, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

SPONSORS SOLICITED ADVENTURE AND SUNKEN TREASURE FILMS made under auspices Yucatan Exploring Society and Mexican Government Expedition June 1. Sunken ships of 15th Century with treasure authenticated by Smithsonian as oldest in western world. (See SatEvePost 12/5/59). Mayan Indian Culture. Fabulous Hunting and Fishing. Contact official producer: **James E. Webster, Continental Film Productions, 2320 Rossville Boulevard, Chattanooga, Tenn. Tel: AM 7-4302.**

CHICAGO NEAR NORTH

A splendid address off Michigan Ave. Entire building or will divide. Lush pvt. offices, "Gas-Light" bar-room. Beautifull decor. Phone **Su 7-7561, S. T. Herzl Amdur Jr. 21 W. Ontario.**

DRUG MARKET EXPERT

4A Advertising Agency now interviewing for Account Executive with strong proprietary drug marketing background. Send complete details to Box 176, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

CAREER COPYWRITERS Men and Women

If you can write—and sell through the printed word—we can promise you a challenging and secure future.
Good starting salary with plenty of opportunity to advance. Outstanding benefits, profit sharing, bonus. Chicago location.
We prefer personable people, age 25 to 35 with college training, and agency or mail order experience.
Write or phone for interview.

Operating Manager
Department 744
Sears, Roebuck and Co.
925 South Homan Avenue
Chicago 7, Illinois
KE 3-2500, Ext. 3791

MERCHANDISING MANAGER

A leading Midwestern manufacturer of lawn and garden equipment needs a top-notch Merchandising Manager.
He will be directly responsible for trade shows, direct mail, point-of-sale and local advertising programs. He will also be closely involved with our consumer and trade ad programs plus sales presentation materials.
Our man will be able to conduct distributor sales meetings and work effectively with our field sales group. He's possibly now working for an agency, or with an aggressive distributor organization and wants room to grow. Field sales experience would be helpful.

Record-to-date and growth potential are important for our company is sound, aggressive and one of the top three sales-wise in our industry . . . and still growing.

We're prejudiced, but we think it's a challenging opportunity to fill a key growth position with our young management team. Starting salary will be in the high four or low five figure bracket plus bonus.

Please make your resume complete as to education, job experience and past earnings. Your reply will be confidential, of course. *Please write Box 174, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.*

Your Best Chance is HERE!

Our employer-clients look to us for preferred types of applicants — and GET them—which is entirely logical because we ATTRACT good men by doing our level best FOR them!

This, in turn, explains why employers respect our recommendations—why so many of our applicants get the jobs—why they KNOW they enjoy the best prospect this profession affords of gaining the consideration of first-rate employers, for the kinds of positions they desire and deserve.

Whatever your abilities or earning capacity may be—if it's in ADVERTISING, we'll have the opportunity you want—or we'll do our doggonedest to find it. Write, wire, telephone or come in—and let's work together FOR YOU!

Cliff Knoble, Consultant
Advertising—Marketing
IMPERIAL PERSONNEL
37 S. Wabash • Chicago • Tel. FR. 2-4233

NOTE! In ONE week, twenty-eight employers have contacted us regarding ad-men for positions ranging from production assistant to a vice-presidency.

★ WISCONSIN
★ MINNESOTA

ACCOUNT EXECUTIVES

Two excellent opportunities to represent a rapidly expanding advertising group in Wisconsin & Minnesota. We are national in scope—create, design, and sell our own advertising programs.

The positions will enable you to use all facets of your advertising background in contacting a well-established clientele.

We are interested in two Account Executives who are strong on client contact or who have success patterns as Media men. In fact, our sights are set on an "ad" man *WHO CAN SELL.*

Initial year income in five figures plus a steady financial growth based on a completely unique approach to a rapidly increasing advertising need.

Personal conferences in Milwaukee and Minneapolis within two weeks. Send resumes to Vice President, Box 175, Advertising Age, 630 Third Avenue, New York 17, New York.

AGENCY EXECUTIVE

Versatile A.E.-copywriter now Creative Director of 4A agency. Able to formulate, present and execute plans in all phases of advertising and merchandising. Well versed in agency operation and management. Strong in the industrial field. Experienced in consumer goods, too. Know how to keep people happy—particularly clients!

Write—Box 172, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

(SPECIAL NOTE: As Don Harris uses "marketing" it refers to activities involving all or at least most of the tools of marketing.)

MARKETING DIRECTOR, food division of new-products-minded national advertiser. Around-the-course fringe benefits. Division presidency open later to right man .....TO $18M

RADIO-TV DIRECTOR, film & live, remotes, "spectaculars". Creative. SW agency. Agency experience .....TO $15M

ASST. ADVERTISING MANAGER, package goods. Strong administrator, primary contact with agencies. Good judge of copy but no writing involved. Probably to 45. Agency experience helpful, but not required .....$12-$15M

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

MR. MAGAZINE PUBLISHER

Are you interested in a man who doesn't claim to have the panacea for all your problems but has sufficient experience and background to handle most of them?

This man who will soon be available is:

- Completely versed in national newsstand and subscription operations and personally knows all newsstand wholesalers.
- Aggressive business administrator
- Coordinator of various departments for smooth flow of work to cut costs.
- Capable of inaugurating systems and forms to suit your requirements.
- Approven ability and success.

Further confidences will be exchanged in a personal interview. Box 179, ADVERTISING AGE, 630 Third Avenue, New York 17, N.Y.

CHICAGO EMPLOYERS!

We have well qualified

Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

Professional, Sales and Clerical Office
Illinois State Employment Service
73 West Washington Street
Financial 6-3960

AD bassador in Rome

Advertising consultant, 43, U.S. Citizen, specialist in Italian-American affairs, 20 years' experience in radio, television and account management. Desirous of ADbassador's position with your planned or operational Rome office to service your clients, to solicit new business, to write copy, to obtain exclusive art and original ideas that stress Italian taste and influence and to furnish you with all information regarding business opportunities in Italy.

Excellent references. Ready to serve on a consultant basis. For appointment, write Box 170, Advertising Age, 630 Third Ave., New York 17, New York.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.,
Los Angeles 57, Calif. HUbbard 3-1581

GLENVIEW, ILLINOIS
THINKING MAN'S 7 RM. CONTEMPORARY BI-LEVEL
ON ½ ACRE

Modern living in Blue Ribbon location, 40 min. from Chicago. Call or write **W. R. McKinley, 815 Becker Rd. Glenview, Park 4-6667.**

ATTENTION WEST COAST STUDIOS & AGENCIES

N. Y. Art Director seeks west coast connection as Studio Manager or Art Director. 15 yrs. of solid creativity, production know-how and business experience. Now partner in successful S.P. Co. Inquire only if you mean business. We'll talk dollars later.

Box 158, Advertising Age
630 Third Avenue, New York 17, N. Y.

SOUTHERN ADMAN

No. 1 production, No. 2 administration exec. of merchandising concern grossing over $100 million. Successful record, excellent references. 30, degree, married, family. Prefer South For complete resume write Box 177, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

FOR SALE
(Unopposed)
ANNUAL RESORT PUBLICATION

Netted $25,000 last year on less than ¼ of its potentials. Covers leading Midwest resort state. Printer makes all layouts & prints. This outstanding property available for only $40,000 due to owner being topheavy with other projects. To qualified party $25,000 will handle. Details: John Yeager, GRaceland 7-3200, Chicago.

WRITER WANTED
RADIO-TV COMMERCIALS

If you are considered a good creative writer of radio-tv commercials, but are looking for greener pastures to prove your abilities, we want you on our staff. Send complete resume, experience, examples of your work (scripts or film) salary desired, snap shot. Material will be returned. Confidence respected. Our staff knows. Look us up in McKittricks or Agency Red Book. Address **H. Earl Close, Partner, Comstock & Company, 651 Delaware Ave., Buffalo 2, New York.**

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc. 124 Walnut Street, Peoria, Illinois.

Sales Promotion Executives Should Promote Themselves, SPEA Is Told

(Continued from Page 3)

uct as the star, and nothing should intrude above the selling message." Extravaganzas use pretty girls, he explained, but they are valid only if they enhance the product, rather than distract.

The role of the advertising agency in sales promotion was discussed by W. Stephens Dietz, vp of Kenyon & Eckhardt. Mr. Dietz said, "There have been two developments in agency evolution. One was the creation of advertising, space and time. The other is the integrated total agency."

He said many clients are spending more for sales promotion than advertising, and asked, "How can an agency sweep this under the rug? Agencies are creative. And sales promotion agencies compete when the advertising agency fails to do so."

He asked for a sales promotion rate and circulation publication comparable to Standard Rate & Data Service.

■ J. B. Anger, merchandising manager, Zenith Sales Corp., speaking on "The Case Against Sales Promotion," argued, "You put too much importance on dinners and martinis, not enough on the concept of the job and the sales strategy."

He said sales promotion executives should cultivate friendships where markets are, that they lunch too often with their suppliers, too rarely with their customers, and that they don't use sales promotion techniques to sell sales promotion.

A panel on sales promotion and point of purchase displays, with Howard Turner Jr. of D'Arcy Advertising as moderator, related five case histories, four successful and one unsuccessful. The "success stories" were told by representatives of Owens-Corning Fiberglas, Carter Co., Scott Paper and Johnson Motors.

■ But the fifth panelist, Arthur Foster, advertising promotion manager, Thermoid division of H. K. Porter Co., explained the company's new sales promotion campaign for automotive after market accessories, and then said the program has not taken hold with gas station dealers. He asked the audience why.

The consensus appeared to be that Thermoid's trouble stemmed from the fact it hadn't advertised in 18 months, then entered the service station aftermarket with a sales promotion program in February. The division will participate in an eight-advertiser spread and booklet insert in the May 24 *Look*. Dealers are waiting to see if Thermoid means business again.

The conference closed out with a fictionalized selection of a sales promotion manager in a case method group discussion led by Prof. Edward C. Bursk, editor of the *Harvard Business Review*, and a conference summation by John Macomber, associate, McKinsey & Co., management consultant.

Mr. Macomber said four forces at work, which will have their influence on sales promotion, are (1) a rising population, (2) new products, (3) the increasing effect of foreign competition and (4) increasing pressure for corporate earnings from insurance companies, unions and management retirement funds, which are becoming dominant stockholders in companies.

■ Chosen as Sales Promotion Executive of the Year by the association was A. O. Dietrich, sales promotion manager, Minneapolis-Honeywell Regulator Co. The award was presented by G. D. Crain Jr., publisher of ADVERTISING AGE.

Joel Harnett

The association elected Joel Harnett as its new president. He is assistant publisher of *Look* and succeeds Richard J. Brown, vp of marketing, Pacesetter Homes, South Holland, Ill.

The Sales Promotion Executives Assn., founded seven years ago, had a cheery prospect.

■ The two-and-a-half day conference attracted 300 fulltime registrants, two-thirds from out of town; 500 partial registrants, 30 exhibits, and top caliber speakers.

Next year's convention, to be held in Philadelphia, already has 80 advance registrations.

Paid-up membership was announced as close to 600 for the calendar year and is expected to reach 1,000 with other renewals and new members.

Chapters increased to 14 with the chartering yesterday of a unit in Phoenix, and is expected to hit 19 in six months with the probable formation of additional chapters in San Diego, St. Louis, Washington, D. C., and Miami. #

Brady Promotes McDermand

Dave C. McDermand has been named a vp of Brady Co., Appleton, Wis. Prior to joining the agency, Mr. McDermand was product manager of the appliance division of Hamilton Mfg. Co., Two Rivers, Wis.

You get KING-SIZE ACTION from a low-cost classified ad in Ad Age

The secret, of course, is that your ad can cost as little as $5 per week — yet it's read by over 177,000 top marketing men. If they like what you offer — you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Eisenberg Spanel Pohl Bleustein-Blanchet Ichiriki Musnik Douglass Frydman Noelle

BLEUSTEIN-BLANCHET WELCOME—*A good number of advertising people and members of New York's French community showed up at the Waldorf to meet Marcel Bleustein-Blanchet, president of France's largest advertising agency, Publicis S.A., during his recent visit. A.N. Spanel, president, International Latex Corp., talks with Lucien Pohl, retired French business man, and Albert Eisenberg, New York attorney for Publicis; M. Bleustein-Blanchet and Bernard Musnik, head of the New York office of Publicis greet Ken Ichiriki, a New York representative of Dentsu Advertising, Tokyo; Jim Douglass, who heads international operations for Ted Bates & Co., makes a point with two lovelies from Paris—Marianne Frydman and Jacqueline Noelle. Mlle. Noelle is a French actress. Mme. Frydman is the wife of Jean Frydman, an executive of Television Monte Carlo and of Regie No. 1, leading French media representative. M. Bleustein-Blanchet has large interests in both companies.*

Industrial Ad Must Eschew 'Obvious Self-Pleading' of Consumer Ad: Weir

Donahue & Coe Exec Tells Need for Facts in Industrial Copy

NEW YORK, April 26—Industrial advertising "is the most information-packed of all advertising" and "cannot appear as the obvious self-pleading characteristic of so much consumer advertising," Walter Weir, executive committee chairman, Donahue & Coe, told a group of college students attending an Assn. of Industrial Advertisers session at Inside Advertising Week here last week.

Industrial advertising "cannot afford vagueness or generalities or half truths," he continued. "It must, above all, reflect accurate reporting of the product about which it talks. It must relate this information to problems which the reader hopes to solve. It must show how the product can help him solve these problems—whatever they might be—more effectively, more quickly, more positively or more economically."

Consumer advertising's "obvious self-pleading characteristic," Mr. Weir said, "makes it suspect even when it tells the truth.

"A reader is quick to spot a slanted editorial piece—he is even quicker to spot an advertisement that is obviously more interested in the advertiser than in him." #

$20,000 Baseball Park First Prize in Kraft Food Contest

Kraft Foods, Chicago, will award to a team or league of young baseball players somewhere in the U.S. equipment for a baseball park worth $20,000 as first prize in a contest for Kraft Fudgies and caramels. Winning teams will be those who turn in the highest average per man of empty Kraft candy bags, rather than for the highest total number turned in. The contest will end Aug. 31.

Color pages will run in the Metro Comic Group May 8 and in *Puck—The Comic Weekly* May 15. Independent newspaper comics sections will also carry the ad May 15. Twenty-four Dell comics books will carry ads in issues beginning May 17 and continuing through June 16. Publications on the schedule include *American Legion Magazine, Boys' Life, Sporting News* and *VFW Magazine*. The winning team or league will receive $16,000 worth of equipment—bleachers, lighting system, scoreboard, uniforms, etc. —and a check for $4,000 for installation. Other prizes of baseball equipment will be awarded to 84 runners-up.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	February			January-February		
	1959	1960	% Change	1959	1960	% Change
ABC	$10,024,460	$12,677,110	+26.5	$ 20,671,538	$ 25,937,120	+25.5
CBS	20,806,220	22,998,153	+10.5	42,935,468	46,475,511	+ 8.2
NBC	18,053,828	19,923,712	+10.4	37,353,681	40,904,609	+ 9.5
Total	$48,884,508	$55,598,975	+13.7	$100,960,687	$113,317,240	+12.2

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January*	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,998,153	19,923,712	55,598,975

*January 1960 figures revised as of 4/13/60

Parts of the Day

	February			January-February		
	1959	1960	% Change	1959	1960	% Change
Daytime	$16,611,827	$16,748,040	+ .8	$ 34,933,106	$ 33,988,614	— 2.7
Mon.-Fri.	14,123,272	13,705,355	— 3.0	29,285,770	26,974,901	— 7.9
Sat.-Sun.	2,488,555	3,042,685	+22.3	5,647,336	7,013,713	+24.2
Nighttime	32,272,681	38,850,935	+20.4	66,027,581	79,328,626	+20.1
Total	$48,884,508	$55,598,975	+13.7	$100,960,687	$113,317,240	+12.2

Business Paper Use Helps Create Image, ABP Panelists Agree

RYE, N.Y., April 26—Corporate image advertising (1) must be backed by product advertising, (2) should be controlled by the advertising, not the public relations, department and (3) is dictated by product standardization, a panel told Associated Business Publications' annual two-day sales management seminar here last week.

The sales executives also were told that while corporate image campaigns usually involve mass media, specialized-audience business publications can and probably should be used to promote an image with decision-making executives.

The six-man panel included David F. Beard, general director of advertising, Reynolds Metals; Clem W. Kohlman, advertising manager of the industrial chemical division, American Cyanamid; Gilbert Lea, vp and assistant to the president, Ogilvy, Benson & Mather; Michael P. Ryan, advertising director, Allied Chemical; Cuyler Stevens, vp, Cunningham & Walsh, and E. G. Weymouth, assistant media director, Kudner Agency.

Business papers could get more image advertising through aggressive selling and by assisting advertisers with suggestions as to how their corporate image campaigns can be enhanced by business paper support.

■ Laurence Steinberg, ABP information services director, told the seminar that average ad dollar volume of ABP member publications for the first quarter showed a 10% increase over the same period last year. Advertising pages are up 5%, he said.

He estimated that the 166 ABP members, while comprising about 8% of total number of business papers in the U.S. will account for about 26% of all ad dollars invested in business papers in 1960.

ABP books "will do $143,000,000 of the predicted $550,000,000 1960 advertising volume," Mr. Steinberg said.

Mr. Steinberg's report was based on a study which included about 100 ABP publications. #

Burnett Slogan Writers Finish 1-2 in NAEA's Contest

NEW YORK, April 26—After screening some 2,000 entries, a board of judges has come up with three winners in the Audit Bureau of Circulations slogan contest sponsored by the Newspaper Advertising Executives Assn. (AA, Feb. 1).

First and second prizes—$300 and $200—went to two staffers of Leo Burnett Co., Chicago. Winner of the top prize was Eric Stigler, for the slogan, "Let ABC/Be your key/To facts and figures/Of certainty."

Second prize winner: Mrs. Minnie Marock, with, "Be doubt free with ABC."

Third prize of $100 went to George B. Chandless Jr., of Robert B. Kane Advertising, New York, for the slogan, "ABC—safety in numbers." #

Detroit 4A's Elect Pingel

John S. Pingel, exec vp of Brooke, Smith, French & Dorrance, Detroit, has been elected chairman of the Michigan council, American Assn. of Advertising Agencies. Vice-chairman is Charles F. Adams, exec vp of MacManus, John & Adams; secretary-treasurer is John L. Thornhill Jr., vp of Campbell-Ewald Co.

Scott Joins Walker Co.

Robert M. Scott has joined Gene K. Walker Co., San Francisco, as an account executive. He formerly was an account executive at Botsford, Constantine & Gardner, Portland.

WTRF-TV STORY BOARD

New best seller on the book racks today . . . "How to Win From Your Friends and People Under the Influence."
wtrf-TV Wheeling

One city we know has an unusual sanitarium for alcoholics. The doctors drink, the nurses drink, the patients drink. They don't cure any alcoholics but the time just flies.
wtrf-TV Wheeling

Hear about the girl who bought a bicycle . . . now she pedals it all over town.
wtrf-TV Wheeling

If you have a product or service you want to sell to a *big buying audience*, WTRF-TV Wheeling will deliver *results*. Ask George Hollingbery for reasons why you should be advertising on WTRF-TV . . . he's got 'em!
wtrf-TV Wheeling

Secretary Gen Irwin reports: A wolf is a guy who is ready, villain and able.
wtrf-TV Wheeling

The wife of a wealthy Texan lost control of her car and smashed into 10 others before she could come to a halt. No lawsuits, though, it happened in her garage.
wtrf-TV Wheeling

The big Wheeling Market audience gets the 'go buy' from WTRF-TV and when they get to the 7500 Upper Ohio Valley retail outlets, WTRF-TV Merchandising helps them to find what they were urged to buy. Ask George!

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

TABLOIDS
Dealer Imprinting Our Specialty
Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS
SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

CRITICAL READERS LISTENERS, VIEWERS think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St | Chicago 175 W. Jackson | San Francisco 100 Bush St

iP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

O'Connor Healy Wilson Manship Williams Moore Blakes Ferres Aycock

ANPA MEETING—*The 74th annual meeting of the American Newspaper Publishers Assn. brought the following executives together in New York: Charles J. O'Connor of the Day, New London, Conn.; Henry M. Healy of the Transcript-Telegram, Holyoke, Mass.; James H. Wilson of the Advocate, Stamford, Conn.; Charles P. Manship of the Baton Rouge State Times & Advocate; Cranston Williams of the ANPA; Basil Moore of the New York State Publishers Assn.; J. L. Blakes of the Scripps-Howard Supply Co.; Mark Ferree, exec vp and general manager, Scripps-Howard Newspapers, and new ANPA president, and W. Frank Aycock Jr. of the Memphis Commercial-Appeal*

AANR-BofA National Sales Force Presentation to Gulf Oil Is Revealed

(Continued from Page 1)

vertising and sales promotion. From Gulf's agency, Young & Rubicam, were Sigurd Larmon, chairman; Frank Fagan, exec vp, and T. W. Clark, vp.

From the National Sales Force were a BofA salesman, a representative company salesman and a consultant from the BofA's marketing planning department. In addition there were Charles Lipscomb, BofA head; Ted Rathbone, of the Katz Agency, and Jack Raymond, of the bureau.

■ Gulf got the full treatment: Brand acceptance problems; multiplicity of new products and advertising claims; gas buying intentions and practices; statements about the auto industry allocating "over 45% of its ad budget to newspapers—compared to a little over 26% for network tv and 17.4% for general magazines."

"There is no off-season in either newspaper circulation or readership," Gulf was told, as compared with its current basic medium, television.

The team proposed three schedules, costing $2,401,986 and delivering 31,219,000 circulation for each insertion, and positioning Gulf as "one of the most dominant gasoline advertisers in newspapers."

ANPA publishers were told this presentation was made only ten days ago, so it was not yet known "whether we made the sale." But they were told, "The important thing is we made a specific proposal. We asked for an order and beyond that we got to the very top level with what we consider a very top presentation. These are the people we want to listen to our newspaper story."

■ Mr. Lipscomb added: "Our philosophy is that in this type of coordinated selling we must show we are aware of the specific marketing and advertising problems of the accounts we approach." He said there were seven more specific presentations now in the works. These will be given to Hiram Walker and Gordon's gin, Dodge cars, General Mills, Ansco, Pillsbury, plus "a political presentation, to be made to headquarters of both parties in Washington late next month."

According to Mr. Lipscomb, 50 additional target accounts are now in "the preliminary and questionnaire stage." These solicitations will be made to advertisers in the food, tobacco, auto, petroleum, transportation, drugs, financial, advertising, beer, industrial cosmetics and soft drinks classifications.

In the National Sales Force presentations, newspapers devote time to show how they excel over competitors. In "The Calvert Story," put on in January, magazines were the big competition. "We devoted a great deal of our pitch to demonstrate the superiority of newspaper advertising over magazines—with heavy hits on daily newspaper impact."

■ In an easel book used to present the newspaper story to, say, a local Ford dealer, it is pointed out that "the newspaper message is not limited to 30 or 60 seconds, as is the television or radio commercial," and again that "surveys tell us that newspaper ads are regarded as part of the news. They don't interrupt the reader's entertainment or thought as do tv commercials."

The National Sales Force was evolved by the American Assn. of Newspaper Representatives and the Bureau of Advertising. With this sales force, it was said today, "the bureau gained the selling cooperation of 1,200 representatives, AANR gained the marketing planning, research, creative and production facilities of the bureau, and the newspaper industry gained a brand new, hard-selling strategy."

■ Herbert R. Meeker, of Scolaro, Meeker & Scott, president of American Assn. of Newspaper Representatives, told the publishers that sales teams "are responsible for preliminary investigation and gathering of all available marketing data about the industry and the project company." Next comes a "specific strategy outline" and a report to the policy committee of the group. "If a presentation is recommended, the sales points to be made are outlined and research launched. A recommended newspaper buy based on consultation with the client, his agency and his marketing problems is established."

The national sales force program was one of three elements in the "job description" of the Bureau of Advertising. The others are retail selling, including production of selling tools and services by use of member papers; promotional selling, including general promotion, public relations, general research and promotion pieces for use by newspapers, and target account selling.

■ At Thursday's session Joyce A. Swan, exec vp of the *Minneapolis Star & Tribune*, told the ANPA gathering that a special newspaper public relations project—financed by $50,000 donated by some 35 publishers—will get under way this summer and will stretch out over two years.

Noting that the ANPA pr budget is considerably slimmer than the $500,000 fund supporting the competing Television Information Service, Mr. Swan said the newspaper program will be institutional and will not be as "elaborate" as the electronic medium's.

The pr project, as outlined by Mr. Swan, will include newspaper image-building, such as boosting the newspaper as a force in advancing cultural, political and economic well-being of the U. S. #

Stewart Elected Chairman of BofA

NEW YORK, April 27—Russ Stewart, vp of Field Enterprises and general manager of the *Chicago Sun-Times*, yesterday was elected chairman of the Bureau of Advertising, American Newspaper Publishers Assn. He succeeds Louis A. Weil Jr., publisher of the *Journal & Courier*, Layfayette, Ind.

Russ Stewart

Jack Tarver, president of the *Atlanta Journal* and *Constitution*, was elected to Mr. Stewart's vacated post of vice-chairman.

Mr. Stewart, who first worked on the editorial side of several newspapers, joined the *Chicago Times* in 1935 as promotion manager. With the merger of the *Times* with the *Chicago Sun*, he became vp and general manager of the *Sun-Times*.

■ The ANPA membership also elected five new directors of the BofA: Otis Chandler, publisher of the *Los Angeles Times;* James A. Gray, president of the *Winston-Salem Journal* and *Sentinel;* Robert C. Millar, president of the *Jacksonville Times-Union* and *Journal*, and John W. Sweeterman, exec vp of the *Washington Post*.

Reelected were Orvil E. Dryfoos, president of the *New York Times;* James S. Lyon, exec vp of the *Observer* and *Reporter*, Washington, Pa.; J. Hale Steinman, president of Lancaster Newspapers; G. Gordon Strong, president and general manager of Brush-Moore Newspapers, and Jack Tarver, president of the *Atlanta Journal* and *Constitution*. #

March Linage in Dailies Is Up 3%, Media Records Says

NEW YORK, April 26—Newspaper advertising linage in March totaled 243,584,861 lines, up 3% over linage chalked up in March, 1959, according to a Media Records check of newspapers in 52 cities.

Linage in the first three months totaled 665,273,576, a gain of 6.3% over linage reported in the like period the preceding year.

■ Biggest gain in March was scored in the automotive classification, with 14,097,389 lines, representing a 16% gain over auto linage in March last year. Total display and classified linage in the month were each up 3%, while retail climbed 2.8%. Linage declined in the general and financial classifications, down 0.7% and 1% respectively. #

973 Dailies Used 'Better Meals' Drive, BofA Report Says

NEW YORK, April 26—The newspaper industry's special food promotion last year "in all likelihood" was the biggest promotion ever staged, according to a report issued last week by the Bureau of Advertising, American Newspaper Publishers Assn.

The BofA said the promotion, staged over a two-week period last September using the theme, "Better meals build better families," involved 973 newspapers in 666 markets, or some 86% of the daily newspaper reading public.

The BofA added that an estimated 23,000,000 lines of advertising carrying the promotion theme or symbol appeared in participating newspapers during the campaign period. Moreover, a 15-city survey by the Qualitative Research division of Trendex Inc. indicated that 62% of the public was familiar with the promotion theme, the BofA said. #

Brookins, Stewart to Wellman

William T. Brookins has joined Wellman Co., Cleveland, as senior account executive and Andrew L. Stewart has been named production manager. Mr. Brookins was formerly director of advertising at Parker-Hannifin Corp. Mr. Stewart was previously an account executive at Don L. Baxter Inc.

Knight Tanner Didvardo Goodman Schmechel Zimmerman Hampson Curry Geohegan

IN BETWEEN SESSIONS—*Chatting at the ANPA meeting were James Knight of the Miami Herald; Tom Tanner of the Southern Newspaper Publishers Assn.; a quintet from New Jersey; William H. Goodman of the Camden Courier-Post; Domenic Didvardo, Gerald E. Schmechel, A. W. Zimmerman and Eugene F. Hampson, all of the Plainfield Courier-News; Robert L. Curry of the Breeze, Redondo Beach, Cal., and Frank Geohegan of the Patriot-Ledger, Quincy, Mass.*

Who'll Decide Which Ads in Poor Taste?

(Continued from Page 3)

superior product."

• **William Bernbach,** Doyle Dane Bernbach, New York: "Yes, but who will do the throwing? Who will be the arbiter of good taste? That is the problem and that is the danger. As soon as you appoint a lord high executioner of vulgarity you've got something else to worry about. Does he consider everything that is not dull as automatically vulgar? Will he refine all taste and vitality out of commercials for the sake of playing it safe? If this happens, nothing will sell. In this way you will not only have the vulgar commercials off the air but the refined ones too. I feel, with Mr. Cone, that some of the commercials now on the air are repulsive. But I don't know how to legislate good taste and I would certainly hesitate to frame the definition of good taste that would become the standard for the industry. Does anyone feel qualified to do that?"

• **Arthur C. Fatt,** Grey Advertising Agency, New York: "Here at Grey we are philosophically against across-the-board censorship. Our feeling is that such censorship discriminates against products, media and the public interest.

"A man with a sick headache is grateful for a suggestion that will bring relief—and he isn't unhappy because it came on a tv screen rather than a printed page.

"The problem doesn't stem from the product, the media or the sick headache but from the presentation; if it is in good taste, the man is happy to have the headache remedy; if it lacks taste, however, it is unacceptable."

Dissent

• **Arthur Tatham,** Tatham-Laird, Chicago: "I have listened to many of Mr. Cone's speeches and have never failed to admire his skill as a word-smith and as an orator. But, I must confess, I have sometimes suspected that he finds it easy to confess other people's sins.

"It would be altogether too easy to fall into a controversy with Mr. Cone over his sweeping condemnation of the advertising for these several classes of products, but I doubt that any useful purpose would be served.

"It must be clear, I think, that no agency and no advertiser wishes to offend its audience by presenting its advertising message in bad taste. The problem is to determine what is good taste and what is bad taste.

"Mr. Cone seems simply to be demonstrating the old saying that 'there's no accounting for taste.' Certainly he is entitled to his opinion, but when the oratory is over, it remains simply Mr. Cone's opinion.

"Perhaps his greatest contribution is to demonstrate once more the need for factual information on what the *public* considers good taste and bad. I believe such guidance can be secured by sound research. I believe most agencies and their clients would find it to their interest to be guided by the information revealed through such research and I suspect that all of us, including Mr. Cone, would find such information both illuminating and surprising. I would strongly urge and Tatham-Laird would gladly help to support such research."

• **Rudolph Montgelas,** Ted Bates & Co., New York: "Mr. Cone, as head of one of America's leading advertising agencies, is entitled to his own professional opinion in the matter of commercials for any product category. As far as the Ted Bates agency is concerned, we are specifically interested in whether the facts as presented in a commercial are truthful, in good taste and sell goods. Truthfulness cannot be argued. Good taste in many product categories is a matter of personal opinion. But the American consuming public makes the ultimate decision on the commercial at the point of sale."

• **Avron Spiro,** Lake-Spiro-Shurman, Memphis: "Though the statement attributed to Mr. Cone is qualified by the word 'some,' I feel that his remarks might be construed as a blanket indictment, a dangerous, unjust practice.

"Undoubtedly there have been some instances of indiscretion in the areas specified by Mr. Cone, but not necessarily confined there.

"It's a bit goose-pimply when a responsible leader in an industry, which Mr. Cone most assuredly is, even hints of denying the rights of any advertising medium to any category of products. A dangerous precedent indeed.

"Frankly, advertising may be a bit weary of psalm-singing and breast-beating."

Networks: Who, Us?

Network reaction ran along these lines: From an ABC official: "He couldn't have been referring to any advertising on the ABC network."

An NBC executive: "All advertising in the categories mentioned in the Cone speech, as well as in all others, is carefully checked to make sure it meets the network's standards for taste and accuracy of claims before the advertising is accepted." #

ONE LOOK—*A glance at this ad gets across the message of what happens to little boys who eat too many Krinklet potato chips, new product of Kitty Clover, Omaha, a division of Fairmount Foods Co. Allen & Reynolds is the agency.*

Rival Switches $1,250,000 Account to Needham, Louis

(Continued from Page 1)

July. The products involved are Rival dog and cat foods and Wagtail, a new dry dog food, which Rival introduced in test markets last fall (AA, Oct. 26, '59).

Harry Gadau, vp in charge of advertising, told Advertising Age that the company has no immediate plans to expand its marketing area, which consists of states east of the Mississippi and north of the Mason-Dixon Line. He added that the company has no immediate plans to expand the distribution of Wagtail.

A new cat food, which Rival started test marketing last fall, has now almost taken the place of the old Rival cat food, Mr. Gadau said. The product has the same name but is an improved formula, he said.

■ The NL&B team which made the winning presentation was composed of Maurice Needham, president and board chairman; Paul Harper Jr., exec vp; John Nagel, vp, new business; James Isham, vp, creative services; Blair Vedder, vp, media; Dr. Leonard Kent, vp, research; Walter Stumpe, vp and director of marketing, and Frederick Sulcer, manager of radio-tv creative department. Mr. Nagel has been named account supervisor and William M. Moore has been appointed account executive on Wagtail.

NL&B's experience in the dog food field apparently was a strong factor in its favor in landing Rival. The agency formerly handled Ken-L Ration, Ken-L Biscuit, Ken-L Meal and Ken-L Treats for Quaker Oats Co. until two years ago when the agency lost the $3,500,000 account (AA, March 3, '58).

The agency also had extensive experience in the meat packing field on Wilson & Co., although it did not handle Wilson's dog food, Ideal—a Roche, Rickerd & Cleary account. NL&B resigned Wilson two years ago.

■ One of the reasons that Rival switched from McCann to Guild, Bascom two years ago, AA was told, was that Joseph V. Getlin, now president of Rival, was familiar with GB&B's work on Ralston-Purina Co., where he was employed some years ago. He reportedly regarded GB&B as a "hot" creative shop, and he was impressed with the agency's presentation, which stressed that city dogs needed a different diet than their country cousins.

Whether GB&B lived up to Rival's expectations of creativity is not known. Several observers pointed out that even up to the present day, Rival is using tv commercials prepared by McCann.

■ The Rival shift in agencies was probably symptomatic of distress in the wet dog food business. Originally wet dog food dominated the field, and—with the postwar boom in pets—volume rose steadily, anywhere from 3% to 7% a year.

This happy state was disrupted, perhaps permanently, by Purina Dog Chow, which blazed up the dry food track, passing Kasco, Friskies and Gaines, and latching firmly onto first place—where it has sometimes held as much as 37% of the market.

Other dog food manufacturers promptly put new dry dog foods on the market—perhaps Gaines' Gravy Train is the latest and best publicized—and while the battle for leadership roared in the field, it attracted many pet owners who had been feeding their dogs wet dog food. In consequence, the wet dog food market stopped gaining a happy 3%-7% a year, and began to slow down, then stood still, then started losing total share of market at about the rate it had been gaining.

■ A couple of years ago in a speech, A. C. Nielsen pegged the proportions of the dog food market as 63.6% wet, 36.4% dry *on a tonnage basis*. The only trouble is that tonnage is quite misleading. That much dry dog food will feed twice as many dogs, and accordingly dry dog food has been leading wet dog food in "equivalent feedings" for three or four years.

Rival has been holding up fairly well within the wet dog food field. Trade sources figure it is in the No. 2 position, and that it has about 12.5%-13.5% of the market. This is for its marketing area, not nationally. Rival sells in what has been called the northeastern quadrant, roughly the quarter of the country east of Chicago and north of the Mason-Dixon line.

Rival's advertising has been sporadic, but the account is estimated to run around $1,200,000.

■ Last year it launched Wagtail, a dry dog food, with a spectacular promotion involving teaser ads in all media and a recorded telephone sell in Fort Wayne, Syracuse and the Quad-Cities. Wagtail is reportedly doing nicely in those markets, and has yet to be moved into wider distribution. There has been speculation that one possible solution for Rival would be to hold as much of its wet dog food sales as possible, and to put pressure on Wagtail in the booming dry dog food market. #

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